

**A GIFT INDEED—The "JOHN BULL" PEN. See page 15.**

# JOHN BULL

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[Registered at the G.P.O. as a Newspaper.]

Edited by HORATIO BOTTOMLEY



For meaning of this number see p. iii of cover

**E** XCELDA  
HANDKERCHIEFS

**X** SOLD  
EVERYWHERE.

**C**OST  
LITTLE.

**E** XCELDA LABEL  
ON EVERY  
HANDKERCHIEF.

**L**IGHT AND  
DAINTY.

**D**EPENDABLE  
QUALITY.

**A**SK FOR EXCELDA  
SOFT COLLARS,  
FRONTS, SHIRTS.

**AND  
YET  
WE ARE  
WINNING**

**BY  
HORATIO BOTTOMLEY**

# You get £100 for your War Loan

When you furnish at the "Midland," War Loan counts as cash. Just consider what an immense saving that is!

If you went to the Bank, or the Post Office, or the Stock Exchange, you could only get about £94 10s. 0d. for the War Loan which cost you, say, £95. But at the "Midland" you get the full par value—£100. And besides that you are allowed the full cash discount of £10 per cent.

## Money buys more at the "Midland"

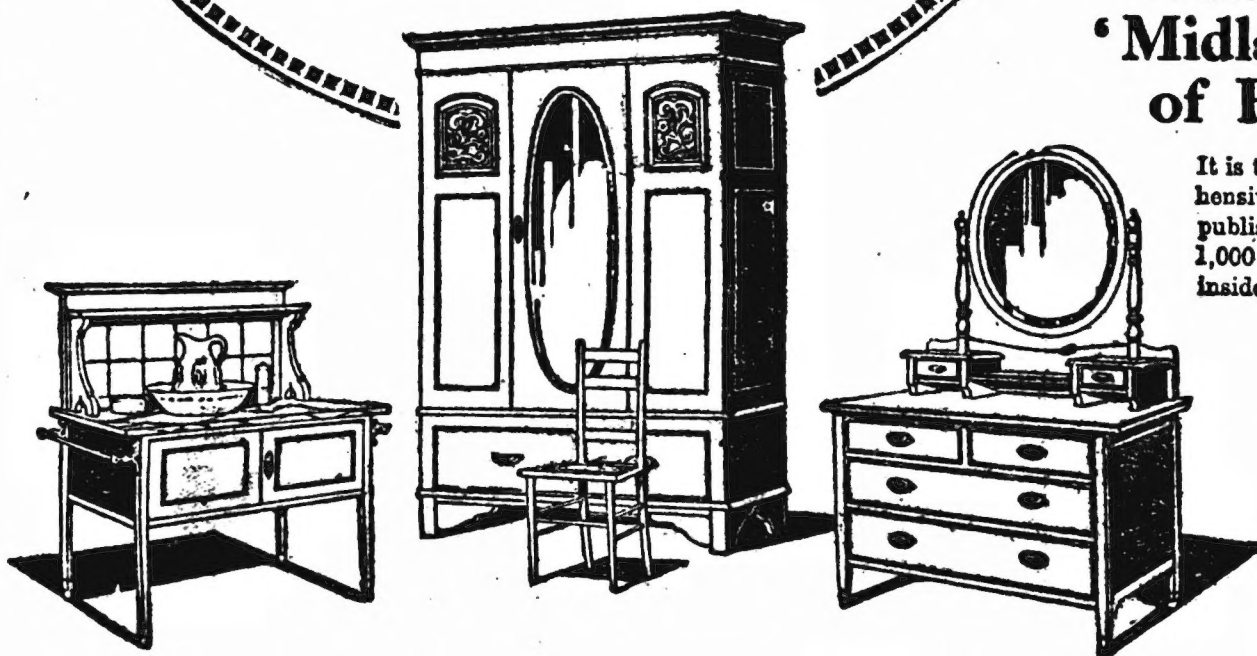
If you want to make a profit on your War Loan—if you want to get just the beautiful home you have set your heart on—come to the "Midland" to-day. Bring your War Loan with you. You will have £100,000 worth of splendidly made furniture to choose from, at prices which give you incomparably better value than you can get anywhere else: and you will have the chance of a life-time to buy a home with War Loan at par.



## Write for the 'Midland' Book of Furniture

It is the finest and most comprehensive Guide to Furnishing ever published. It contains over 1,000 photographs actually taken inside the "Midland" Salons.

A postcard brings it free.



Handsome Bedroom Suite, soundly constructed in Fumed Oak. The Suite comprises a 4ft. Wardrobe with oval-bevelled mirror in door, and large drawer; 3ft. 6in. Dressing Table; 3ft. 6in. Washstand with marble top and tiled back; and 2 chairs

£24 - 10 - 0

10% Discount for Cash and War Loan Scrip.

### Ideal Terms

(Town or Country).

| Worth.         | Per Month. |
|----------------|------------|
| £10 - 20       | 5 6        |
| £20 - 30       | 0 11 0     |
| £30 - 40       | 0 16 6     |
| £40 - 50       | 1 2 0      |
| £50 - 100      | 1 7 6      |
| £100 - 200     | 2 15 0     |
| £200 - 500     | 5 10 0     |
| £500 - 13 15 0 |            |

Larger amounts pro rata.

### Rail Fares Paid

Customers' fares to town paid on all orders of £20 and over.

### Country Orders

packed free of charge and forwarded carriage paid. Orders by post carefully and personally dealt with by a Special Manager.

### Free Life, Fire, Zeppelin and Bombardment Insurance.

At the "Midland," customers can obtain free insurance policies whereby all furniture purchased on Ideal Terms becomes the absolute property of the wife, in the event of the death of the purchaser. All furniture thus purchased is also insured against damage by Fire, Zeppelin Bombs, or Hostile Bombardment.



## Midland Furnishing Company, Ltd.,

Contractors to H.M. Crown Agents for the Colonies,  
15 to 23, Southampton Row, Holborn, W.C.

Seven doors from Holborn and Holborn Tube Station,  
1 minute from British Museum Tube Station.

Hours—9 till 7.

Saturdays—9 till 1.



### THE 'JOHN BULL' GUARANTEE

We guarantee the goods advertised by every firm whose trade announcements appear in JOHN BULL, i.e., we hold ourselves responsible for their being of the quality and standard represented at the time of purchase and the date of payment, either in full or of first instalment; and if any reader can show just cause for dissatisfaction with the purchase of any goods made through any trade advertisement in our columns, we will refund the purchase money, provided the goods complained of are sent to us within one week from the date of original purchase.

## INDIGESTION

is often due to the fact that the bowels are not properly performing their duty. You can be assured of a good digestion, a clear skin, and a great improvement in the general health if you take

## Chocoloids

Regd.

The Cure for Constipation.

A safe and reliable remedy for all cases—occasional, or chronic. Effective yet not drastic.

Price 2/6 per box of 60 Tablets. Sample Box 1/3, of all Chemists, or Post Free from the Makers.

THE CHOCOLOID CO., (Dept. J.)  
Stirchley Laboratories,  
Birmingham.



### OUTFITS FOR WOMEN ON NATIONAL SERVICE.

## GAMAGES

### THE "DORSET."

For Women Farmers.  
Smart Style. Reliable Quality.  
COAT: In Khaki Drill. As illustration. Length 42 inches. Price 8/9  
BREECHES: In same material. Price 3/9  
To button at knee. Elastic waist.  
stocked in S.W., W., and O.S.

### COMPLETE SUIT 12/6

Post free.

KHAKI DRILL HATS . . . Price 1/7½  
Post 2d.

HOLBORN, LONDON, E.C.1.



### SOOTHING AS AN OLD-TIME MELODY

## Spinet

THE SUPER  
CIGARETTE

Fine Old Virginia.  
Cork Tipped Ovals

1/3 for 20  
3/1½ for 50

## GREAT SUMMER SALE OF WITNEY BLANKETS

Direct from WITNEY. Money Saving Offer  
VIEW and FEEL LOVELY PATTERNS FREE.

SWEEPING REDUCTIONS IN THROWOUTS & REJECTS AT 25% DISCOUNT.

The Witney Blanket Co.'s Great Sale of Blankets is now on, and Thousands of Big Bargains in Best Witney Blankets are on offer.

In this Sale the Witney Blanket Co. are offering very large stocks of Throwouts and Rejects at 25 p.c. discount, also oddments and clearing lots of special goods at remarkably low prices.

"DIRECT FROM WITNEY" VALUE.

This firm has become of world-wide fame for the surpassing value of its blankets, and has Great Stocks of blankets of superlative quality, thick, woolly and warm, at Sale prices.

Made in Witney—the famous home of blankets for centuries—they are best Blanket value.

EVERYONE IS CHARMED WITH THE LOVELY PATTERNS.

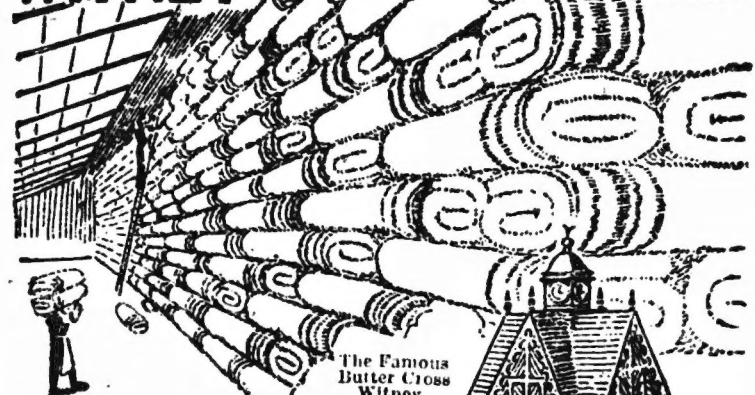
They bring forth ejaculations of delight from all. They show the exact article in various grades and prices. The whole blanket warehouse is thus brought to your home, enabling you to view and feel samples of the genuine

WITNEY BLANKETS

at leisure.

"SEE BEFORE BUYING!" are the watchwords of The Witney Blanket Co., Ltd., whose Blankets are a credit to British manufacture, and reveal in all its beauty and quality the "Witney Art."

## BLANKET BARGAINS DIRECT FROM WITNEY



The Witney Blanket Co.'s great stock of Real Witney Blankets is being sent to all parts of the world because people like to buy from this well-known "value-for-money" firm.

The Women used to sell butter here on market days.

### SPECIAL QUOTATIONS TO HOSPITALS, &c.

The miniature blankets show the outstanding merits of the Witney Blankets here offered. The patterns are of absorbing interest, give profit and pleasure—and show best value in blankets. Many testimonials constantly received, stating long-wearing quality. Get the finest warm, wool Blankets from Witney.

### A WEALTH OF WARMTH FROM WITNEY.

Witney's Warmth is Nature's Warmth. Witney Blankets have all the natural warmth of the sheep's coat, and offer a Wonderland of Warmth for all.



Buy Now at Sale Prices.

### FILL IN COUPON

For Miniature Patterns and Particulars of BLANKETS STRAIGHT FROM WITNEY:

To THE WITNEY BLANKET CO., LTD., Butter Cross Works, Witney, Oxfordshire.

Please send me Miniature Blankets as Patterns of Blankets direct from Witney (which I agree to return within FOUR DAYS, the Witney Blanket Co. paying carriage both ways), together with the low Sale Prices. Also send particulars of your "New Blankets for Old" Cleaning Offer.

NAME .....

ADDRESS .....

JOHN BULL, 14/7/17.

Thousands of these splendid Blankets are ready to send off. A deeply fleecy mass of Blanket Comfort. Witney Blankets are Protected by Law.

It has been decreed by law that only Blankets made at Witney may be sold as "WITNEY BLANKETS." Therefore, you are fully protected if you buy direct from The Witney Blanket Co., Ltd., at Witney.

### FREE HOME VIEWING OFFER.

Buying direct from Witney is simple and most satisfactory.

A novel scheme is in operation. The Witney Blanket Co., Ltd., send free to each applicant a parcel of dainty "Miniature Blankets" as patterns, delightfully made and decorated with pretty borders.

THE WITNEY BLANKET CO. LTD. WITNEY.

# "Phew! Oh, for a bar of WRIGLEY'S

**SPEARMINT**  **CHEWING GUM"**

Lucky the Soldier who has reserved for himself a few bars of Wrigley's when water-flask runs dry and the throat is parched. It acts like a charm in relieving and soothing the hot, cracked tongue, and imparts fresh vim into the tired, war-worn body. Don't let your boy sigh for a packet—make sure he gets his supply of Wrigley's. Enclose a packet in every letter you send.

**Packet of 5 bars, 2½d.**

Sold by all Confectioners, Tobacconists, Y.M.C.A. Huts, Government Canteens and Chemists (including all branches of Boots Cash Chemists and Taylors Drug Co., Ltd.).

**WRIGLEY'S Ltd., LONDON, S.E.1,**



## JOHN BULL'S BOYS

in training and at the Front are being supplied with Day & Martin's Boot Polish.

Hundreds of tons have already been supplied to our troops abroad which has caused a shortage at home in some towns.

You can obtain Day & Martin's Polishes in many districts, particularly Bristol and Bath, but if you, Madam, have any difficulty in obtaining them please remember that it is our duty and our privilege to supply our boys at the Front *first*.

When next you go shopping ask your dealer for Day and Martin's Boot Polish, Metal Polish, Grate Polish and Floor Polish, as he may have them in stock, but if he is unable to obtain them we would ask you to remember that we are doing our best to meet the home demand.

**DAY & MARTIN, Ltd.,**  
The Boot Polish Specialists,  
STRATFORD, LONDON, E.15.



## "ERASMIC" SHAVING STICK

*Gives a full rich lather.  
Softens the stiffest beard.  
Helps the razor.  
Ensures a clean shave.*

**BRITISH AND BEST,**

"ERASMIC" Perfumers LONDON & PARIS.

# JOHN BULL

*The Paper on which the Sun Never Sets.*

*Politics without Party—Criticism without Cant :  
Without Fear or Favour, Rancour or Rant.*

Vol. XXII. No. 580.

Week ending Saturday, July 14th, 1917.

One Penny.

## "THE WORLD, THE FLESH, AND THE—KAISER."

[The Editor discourses upon passing events and topics of the day.]

### The Hague Conference.

Are you *quite* sure that what the Delegates have met to discuss is simply the treatment of prisoners of war?

### Russia's Recovery.

Do not shout too soon. Keep your breath for the West.

### Big Events Pending.

Look out for great activity all along the line—by land and sea—and air. Berlin papers, please copy.

### Palestine.

After the Dardanelles, Mesopotamia. After Mesopotamia, Palestine. Be prepared for yet another Report.

### The Game.

In his munitions speech in the House of Commons, Dr. Addison paid lavish tribute to the wonderful ability and "uncanny insight" of Mr. Lloyd George. Two days later, in his speech at Glasgow, Mr. Lloyd George lavished compliments on Dr. Addison. What a game it is!

### Sober London.

Did you read those Official Statistics of the reduced drunkenness in London as compared with 1914? The fact, however, of there being about a million less men in the City was apparently overlooked. Thus are "Temperance" statistics manufactured.

### Too Late.

It's nice to know "profiteering" is to be checked at last—though it looks a bit like shutting the stable door after the horse has bolted with the oats.

### Court Martial Reform.

When are we going to have an equal number of Privates on every Court Martial, with Officers?

### The Subs.

Fifteen more large British ships sunk! Just how much tonnage has been sent to the bottom by the German devils we are not told, but if we leave the Germans a ship to call their own when peace comes we deserve all we're getting.

### Racing.

Now that the Government has climbed down and restored practically all the racing it proposed to take away, it would be interesting to know why on earth it ever interfered at all. What fools we have made of ourselves in the eyes of Germhuny!

### Those Traitor Princes.

How is the Bill going on? We have not heard of it in the House of Commons yet.

### Food Control at Last.

With the advent of Lord Rhondda, Grosvenor House has been revolutionised. The professional politicians will not be able to dish *him*.

### "Can't Say."

Pressed by Sir Henry Dalziel as to whether, on the occasion of an air raid on London, "important squadrons of our own aircraft were away," Mr. Bonar Law replied, "I cannot say as to that." *We can.*

### Sir Herbert Tree.

He was one of our most valued friends—and, according to Mr. Raymond Blathwayt, almost his last conversation was about us. He was particularly impressed with our plea for the revival of the Angelus bell, and was generous enough to say, "Look at Mesopotamia—the tragedy would never have occurred with a man like Bottomley at the head of affairs." By the way, have you read Mr. Blathwayt's latest book, "Through life and round the world"?

### The Old Story—

MR. BOTTOMLEY AT THE QUEEN'S HALL, JUNE 18TH.

"I am satisfied that much of the industrial unrest of which we read would be cured by the removal of the present restrictions on the production of beer. A reasonable amount of racing and of wholesome British beer would be my prescription."

THE HOME SECRETARY IN HOUSE OF COMMONS, JULY 5TH.

"Serious unrest has occurred owing to the lack of beer. There has been loss of time, loss of work, and interruption with the output of munitions. A strike at Woolwich Arsenal was threatened." And the Government have now also restored racing!

### And Another.

MR. BOTTOMLEY IN THE Sunday Pictorial, JUNE 24TH.

"What we want is a Committee of Business Men to examine and report upon expenditure—and with power to pay surprise visits to the various public Departments."

MR. BONAR LAW IN THE HOUSE OF COMMONS, JULY 6TH.

"We are willing to consider the appointment of a Committee of Experts, with power to report upon expenditure and visit the various Departments."

### Beating Balfour!

Did you notice that statement of Bonar Law's the other day? "I am not fond of work. For the last twenty-five years at least I have never done anything which I could either persuade or pay somebody else to do for me." Not fond of work! There you have it—and he is Leader of the House of Commons!

NOW will you sign our Free Insurance Coupon on page iii of cover.

**Scientific Advice.**

The distinguished scientific gentleman who is Honorary Lecturer to the Metropolitan Committee for War Savings and Food Economy—Dr. J. Campbell, to wit—says that "If war bread were eaten slowly, and completely reduced to a pulp before swallowing—" Good gracious us! Surely he forgets we have our trains to catch of a morning!

**More Cynicism.**

What do you think of Mr. Bonar Law's complaint that the Government—of which he is a leading member—has allowed him to line his pockets with gold out of shipping profiteering? Perhaps, however, he proposes to hand the money over to war charities. We have not seen the names of many Ministers of the Crown in the subscription lists, have we?

**Ich Dien.**

A learned reader points out that at the battle of Crecy the King of Bohemia was wearing his German feathers and crest, not as King but as Duke of Luxembourg, and that they are still to be found over the castle or palace gateway in that State. We are glad to hear that King George is now giving his serious consideration to the problem of discovering a more suitable crest and motto for the Prince of Wales.

**Another "Eligible."**

This from West Hartlepool: "We have in this town—well-known to the recruiting authorities, for he has been in the town for thirty-seven years at one address—a single man who from birth has been a helpless, hopeless cripple. Both arms are paralysed. He cannot use his hands. He has no feet, only stumps. He propels himself in a wheeled chair, and has to be carried and fed. He has been called up for medical re-examination. What do you think of it?" Our thoughts are unutterable.

**Air Raid Warnings.**

You may like to keep these three little items for future reference—they are apropos of the recent air-raid upon Folkestone. Lord Derby: "We were aware of the approaching raid an hour before it took place." Lord French: "Aeroplanes of the R.F.C. and the R.N.A.S. rose immediately it was known that hostile aeroplanes were approaching the coast." Sir George Cave: "No warnings could possibly have been given to London, as we were not aware of the approach of hostile aircraft."

**The German Hospital.**

Four victims of the London air raid were taken to—the German Hospital at Dalston, where there are German nurses. One was a very old woman; three were little children. Perhaps these four precious souls will not notice the dreadful irony of a German hospital, and German nurses to tend them—but their relatives and friends visiting them must think strange thoughts. And they cannot help noticing how the walls of the wards are decorated—we mean, desecrated—by many portraits of German royalties. Such things must hurt.

**Mentally Deficient.**

The question whether or not the Metropolitan Asylums Board are also mentally deficient is suggested by the state, as described to us, of their farm near Dartford. Here are eight acres of good land "which has never been touched, with weeds high enough to bury one in. In the big orchard the weeds are over the tops of hundreds of currant trees and goosberry bushes. There is plenty of fruit, but all spoiling because nobody understands it, or, at any rate, deals with it." Had not the Metropolitan Asylums Board better have a look round?

**The Stingy Stores.**

A few more striking figures, according to the last annual balance sheet of the Army and Navy Stores. The credit balance of the Provident Fund was £93,032 16s. 1d., the sums paid out in pensions and allowances reaching the modest total of only £9,607 17s. 5d. So that when the Society declines to honour its obligations to employees serving with the Colours and to the dependents of men killed in action, no financial excuse can be pleaded.

**The Just Solution.**

At Ilford, the other day, a florist applied to the Tribunal for the exemption of his son from military service, on the ground that "he was opposed to his third son going while an unnaturalised German was competing with him in the same street." Such cases have been far too common. Justice obviously demands that if the British shopkeeper's son is sent into the Army, his enemy rival should be interned.

**Reprisals.**

Backing up the Archbishop of Canterbury, whose palace so far has escaped the attention of the Huns, the Bishop of Lichfield says: "It is not sentimentalism which causes us to protest against the policy of reprisals which constitutes the killing and wounding of non-combatants—it is decency and common sense." Then comes along the Bishop of Chelmsford, telling us that those who call for reprisals should not forget that we constantly speak of Germany as a nation that has lost its soul. Do you wonder that the war is killing the churches?

**Only our Wounded.**

From Chichester to London 31 wounded soldiers from hospital were sent by train. Some of them had their arms in splints, and these, and other bad cases, were placed in first-class carriages—only for a moment. For some persons—not the passengers, but officials—had them promptly bundled out and transferred to the luggage van, where their comrades were already installed, because no accommodation had been reserved for them. Now, had they been baby-killers, they would have had saloons, luncheon baskets, and waiters galore. But they were only wounded British soldiers.

**"Getting at Them."**

This was the phrase used by Mr. Lloyd George the other day in connection with the submarines. Does this mean that the Government have given orders for a few hundred "direction finders"? If so, we trust that the experiments will be conducted in a little more businesslike manner than they are being at present by the Board of Inventions and Research in a certain spot we know of, by the aid of an old trawler, a launch out of condition, and a little boat to which is attached a tiny motor. With this equipment the crews are supposed to discover methods of destroying submarines, but they haven't a submarine there to help them.

**Edinburgh Trams.**

We find, to our intense regret and disgust, that the tram-conductress in Edinburgh who charged a wounded soldier for his crutches, was only acting in the manner usual on those cars. "My brother," writes a lady, "who is minus a leg, had to pay for his crutches, and was very rudely spoken to by the conductress for leaving one crutch outside the door. . . . They have to pay double fare each time, and it isn't off their Army pay they do it." The Tramway Company is a private affair, making large profits, and the sooner it purges itself of this iniquity the better we shall like it—especially as we learn that golf-bags are carried free on those self-same cars.

Every "John Bull" Reader should use a "John Bull" Pen. See coupon on page 15.

**Expensive Loyalty.**

It was the King's Birthday, and men working for the Port of London Authority were told to take a day off, for celebration and enjoyment. Having obeyed, and celebrated accordingly, their enjoyment was marred by the docking of a day's pay and part of the week's bonus. Loyalty to order becomes expensive in such a case, and we do not think the King would approve of making men cheer for his birthday and then charging them for the privilege.

**Early Closing—Empty Tum-Tums.**

The early closing business should not apply to little village shops around which are men working in the fields. After getting in the hay till 8 or later, it is hard lines to find the only shop closed, and no chance of obtaining anything to eat. "It's a rotten law," writes a man, in plain English, "that forces me to go to bed with an empty belly because I've been in the fields all day with no chance to buy grub." Rural districts should certainly be allowed some latitude at this season.

**Idle in Hants.**

Minstead Manor, in Hants, was let before the war to a German Count, one of the Pless people. When he vanished, in the company of the Hun Embassy, the Public Trustee took possession—and he pays the rent, we hear, to the landlord. The house is shut up; surely some use might be made of it. And there are eight horses, belonging to the Count, eating their heads off all the while. They should earn their keep in the service of local farmers or at timber-hauling.

**Spoiling Good Work.**

We believe the Ladies' Park Club does good work in the matter of parcels for prisoners in Germany, but they should not pester soldiers' wives overmuch. One good woman, trying to live on 12s. 6d. a week, has received three cards from the Club, asking her for 6s. a month for a parcel. How can the poor soul afford that? Let the Club send one card, by all means; then, if the wife *can*, she *will*. But do not distress her aching heart by repeating an impossible suggestion.

**The Favoured Hun.**

At Bramley, near Basingstoke, some 30 buildings are being erected, for Government. A large number of German prisoners are employed. The British workmen have neither mess-rooms nor shelters; if they want tea or coffee, they must carry it bottled and drink it cold; only half-an-hour is allowed for dinner. The Germans have shelters and coppers provided for them; men told off to look after them; one hour for dinner. That the Huns should fare the better is iniquitous; their employment on the job is, at the least, unnecessary, for there are many men in London out of work, in all branches of the building trade, except labourers.

**A Poole Scandal.**

The Dorset County Appeal Tribunal, consisting of twelve gentlemen, ordered a sitting at Poole recently, at 10 a.m. Thirty-two appellants, their employers, and their solicitors—a big batch of business men—all turned up to time, but the Tribunal was *non est*. At 12 o'clock the Clerk announced that the Tribunal, which had not sat, would adjourn, no appeals to be heard before 2.45. By that hour three members had strayed in, and a fourth was blown in by the wind much later on. In such circumstances it is small wonder that the decisions given have caused grievous dissatisfaction. Justice should be a grave matter, not to be scamped, and gentlemen who ignore their duties are unfitted to hold such positions.

**National Guards Wanted.**

We are asked to assist in obtaining a few recruits for the Station Company of the National Guard at Victoria—the present staff being small and seriously overworked. Sergeant Carr Gibbs, National Guard, Victoria Station, will tell you all about it.

**Dundonald's Devastator.**

A member of the A.S.C. stationed at Shooters Hill asks us "whether there is stowed away somewhere in the official archives an invention of the late Lord Dundonald which would annihilate armies and which has been declared by experts to be too awful to let loose on a civilised world." We believe Dundonald's Devastator is still pigeonholed in the War Office. Out with it.

**V.A.D. Workers.**

Why don't the Government, or whoever is concerned, pay V.A.D. workers a decent wage to live on? The women have taken the place of men in military hospitals, and their wages ought now to be re-adjusted in view of the greatly increased cost of living. They started with 26s. a week. The War Office tell them to apply to the V.A.D. Committee, and the V.A.D. Committee refer them to the War Office. Stop this humbug!

**Manchester Trams.**

Wounded soldiers in Manchester hospitals need not, after all, pay for travelling on the Corporation trams, though it is true that they almost invariably do. All that is needed is for the Hospital Matron to apply for as many free tickets as she needs, one for each man. It is suggested that, as the privilege is not extended to nurses and staff, matrons rather cruelly omit to ask on behalf of the men. So the soldier in hospital should inquire for his token, and see that he gets it.

**Coventry Soup.**

Anybody needing a nice, sweet, cool swimming bath this weather would be wise, perhaps, to avoid the public one at Coventry. One gentleman who fancied a dip describes the water as "so dirty that you could not see more than a few inches down." Dark masses of some substance were stirred up by swimmers, while the fishing out of dead black beetles in the water seems to be quite a pastime. And all that fun to be had—or left alone—in the "first class" bath!

**The Red Cross.**

It is difficult to understand a reference in the letter, now before us, from a British Prisoner in a German camp at Munster. "I would like you to cease paying anything into the Red Cross," he advises a friend; "it is useless. There is a society—the Bureau de Secours, Section English, Thunstrasse, 48, Berne, Switzerland, who for 4s. a month send two loaves of bread weekly. I have seen it, and it arrives in good condition." The Secretary of the British Red Cross Society may be able to elucidate the writer's meaning, we cannot.

**The Way to Handle Huns.**

Some dear Huns in a prisoners of war camp in South Durham struck work because they were given margarine for breakfast, whereas the sweet things wanted butter. For twelve days they have loafed, refusing to work at the quarry. They should be handled as some Hun strikers were in another camp not far away. When they "downed tools" all food was instantly stopped. Next day they wanted to work, but were not allowed to, being given a day of meagre rations instead. On the third day they worked without a murmur.

## NOW WILL THEY LISTEN?

### AN AIR WARNING TO THE POLITICIANS—AND A PLAN.

BY N. PEMBERTON BILLING, M.P.

**S**LOWLY and imperturbably the combined squadrons of enemy aeroplanes approached London. My God, what a humiliation! Faint puffs of smoke from exploding shrapnel heralded their coming, but never for one moment did the "defences" of London deviate them from their objective—the heart of the British Empire. Flying in perfect formation—a wonderful sight—emblem of efficiency and determination, they came with their message of mastery; and who was there to say them nay? Challenged but unchecked, they completed the act of warfare it was their mission to commit. Whether one or all of them failed to return in no way detracts from the military value of their achievement. Once their bombs were dropped and the passive victims of their aerial supremacy over this country had been done to death under the July sun, the destruction of these machines was of little more military value than the sweeping up of the brass shell cases around a once active gun in the field. Let me put it this way: The aeroplane is the long-range gun; when its bombs are dropped its function is completed, and to claim a fictitious victory after the injury is done is the politicians' way of seeking to protect themselves from the people whose lives they have failed to protect. For two years I have been merely a voice crying in the wilderness. To-day my pleas and protests are joined by hundreds of thousands of loyal citizens and soldiers in the trenches. How much longer, then, is this tragic-farce to be perpetuated? Neither the prattle in the politicians' parlours, nor the intrigue among administrative branches of the Air Service, will avail now that we have a real foretaste of the grim realities of air warfare. Gold braid and red tape are no defence against aerial might and enemy efficiency. *Now will they listen?* They tried to denounce and derided me before the Air Inquiry, but my many days' evidence makes significant reading now. If those who are placed in authority had only reserved their vicious tactics for the enemy rather than the reformer, we should not to-day be deploring the ascendancy of the foe, but acclaiming the achievements of *our* airmen over the cities and towns which to-day are training and feeding the enemies of civilisation. There are hundreds of people going about their business in the streets of our cities to-day who will prove the victims of enemy air attacks within the next few weeks, unless they are warned in time to seek such shelter as they can find.

#### Systematic Warnings.

If any system of warning is to be effective, three essentials must be borne in mind. First, it must be such a warning as cannot possibly be mistaken or made the medium for a false alarm. Second, it must appeal through the faculties of both sight and sound, and must convey the one message to all minds on the instant. Last, but not least, it must be as instantaneous and simultaneous to the whole threatened area as the ingenuity of man can make it, *and it must be introduced without delay.* How can this be done? By having one man in supreme command of the Air Defences of this country. Imagine that man sitting at a table covered with hundreds of telegraphic keys, each communicating with a town, with "master-keys" controlling the district groups. By striking any one of those keys he will be in instant communication with that town or district. That one pressure would light a signal lamp and sound a buzzer at the communication station, where a small captive balloon of a distinctive colour—red for preference—and with a long red streamer attached, would be kept always in readiness—inflated with hydrogen, and not coal gas, thus obviating

the danger of having it in the vicinity of gasometers. That balloon could carry a five horse-power electric syren, connected by cable with the ground.

#### When the Danger Comes Near.

Assuming that at eight o'clock in the morning—that was the time the authorities knew of the coming of last Saturday's raid on London—the Man in Command receives news that enemy aircraft are approaching this country, by ten seconds past eight, and by simply pressing those master-keys, all those districts in the possible danger area would be warned; and from each, within the next three minutes, the captive balloon would be run up to an altitude of 1,500 feet, to be seen by all, and the syren sounded in one blast for one minute. The sight and sound would convey to the people knowledge that an air raid might be expected, but that the danger was not *immediate*. They could take what precautionary steps they liked, but would know that a second warning would be given when the danger became imminent. When news came that the enemy were proceeding in some special direction or concentrating on a certain district, he would again press the keys communicating with that threatened district, where immediately another and longer blast would be sounded on the syren—more than one blast would be confusing—and at the same time the coloured streamer would be electrically released to float away. Thus, both by sound and sight, the people would know that danger was imminent, and that they had ten minutes or so to take cover. This is the mere outline of the system I laid before the Government over a year ago, and I am satisfied that it is absolutely practicable, always assuming—rather a large assumption, perhaps, considering our present administrative methods, with all their petty jealousies and intrigues—that the Man in Command would himself receive intelligence of the approach of the raiders in time for him to act on it. While it hurts me to advocate a system for driving British citizens into their cellars while the Huns do their bloody work—this expedient is only necessary because the chicanery of our politicians and the utter inefficiency of our Air Administration, at least until such time as the reforms so urgently needed are initiated and carried out—we must take intelligent precautions against useless squandering of the lives of our civilian population. Before this war is won, air fighting over undefended cities and towns will certainly have developed to such an extent that the establishment of such a system will be essential. If any evidence were still wanted to prove how completely the present House of Commons is out of touch with the people of this country, it would be supplied by the manner in which they are treating this problem of air raids, and the demands of the people for reasonable protection and an intelligent system of warning. Warnings, I quite realise are, after all, but a palliative. The true defence of this country is victory. The only way to achieve victory is to defeat the enemy. Is the Archbishop of Canterbury or any member of his profession to be permitted to stand between this country and the crushing of a nation which has outraged and devastated Europe? I repeat that this war will be won or lost in the air. We dare not lose it—all Civilisation is looking to us—the world is calling upon us to justify our historic boasts; and we can only win by carrying the air war and all that it means—ruthlessly, persistently, but, above all, efficiently and scientifically—into the heart of the enemy's country.

# Candid Communications.

*This page is devoted to Open Letters to Celebrities, Notorieties, and, occasionally, Nonentities.*

To His Majesty George V., Buckingham Palace.

SIR,—I fear that the expression of your hope that the summer beer will have "prompt consideration" and ought to be dealt with "in a sympathetic manner" will have caused a bit of a commotion in the pump-juice party. "But yesterday," they will shriek, "his Majesty set a teetotal example to the nation; now the summer is upon us and he thinks the workers ought to have some more beer." The pump-juicers make a great deal of noise for a small crowd, and if your Majesty's sentiments become a lament for dissenting pulpits and pumpuritan platforms you need not be surprised. For my part, I think the beer drought in this country has been carried to unnecessary, bigoted, and unjustified extremes, and I suppose we must be thankful for the additional amount of "swipes" which we are to be allowed. JOHN BULL.

To M. Ribot, Premier of France.

RESPECTED SIR,—You are a man after my own heart. You said the other day that peace would be infinitely easier to bring about if the Allies had to deal with the head of a democracy, framed on lines of modern thought, instead of dealing with a Kaiser who is a Junker idol. There, sir, you struck one of the great fundamental truths of the age. President Wilson struck the same note many months ago. I voiced the same sentiment in similar words almost three years back. Do you and the American President get your JOHN BULL regularly? I hope so. JOHN BULL.

To E. C. Finch, Esq., Secretary, London Master Bakers' Protection Society.

DEAR SIR,—Though I am not exactly a whale on the cereal concoction known as war bread, whenever I perceive you bobbing up in the newspapers to explain that there ought to be a radical change in the situation, I instinctively look round for another ramp in the bakehouse. I understand you are about to lead a procession of the London Master Bakers' Protection Society to the Premier in an endeavour to arouse the right hon. gentleman's slumbering conscience on the quality of the flour said Society has to turn into bread, and in the offing I perceive the Incorporated Society of Principal Wholesale and Retail Bakers of London bearing down on the Food Controller for a similar purpose. Of course, it may be all right; I am not saying it isn't, dear sir. The bakery trade on this occasion may be out for a genuine, unselfish, and patriotic work of mercy—that of saving the community from tummy ache, dyspepsia, and spasmodic diarrhæa. I should, however, have been less suspicious if your activities in the matter were on behalf, say, of a London Food Consumers' Protection Society. JOHN BULL.

To T. P. O'Connor, Esq., M.P.

DEAR "TAY PAY,"—You are really a most bewildering person. Not long ago you were appointed to the Trade Censorship of Cinematograph Films, and I heaved a great sigh of relief that the morals of picture goers should be in such chaste keeping. However, you have apparently obtained an early respite from this holy calling—for I now hear of you in Washington, hob-nobbing with the President and thrilling our American Allies with that perfervid oratory we know so well. Whereat I am haunted with a horrid fear lest in your absence any shade of evil should mar the morals of the film. God knows what fell risks we are running! As our gentle souls are dear to you, pray hurry home. JOHN BULL.

To Sir John Lindsay, Glasgow.

DEAR SIR JOHN,—I have ceased to be surprised at anything, otherwise I should doubtless be surprised at you. As the Secretary of the Food Economy campaign in Glasgow, you have been very enthusiastic in impressing on the working classes that they should eat less; yet I notice it is proposed to increase your salary from £40 to £50 a week "on account of the extra cost of living." Economy among the poor, Sir John! Ever thought of the equal necessity of economy among the rich? JOHN BULL.

To the Town Clerk of Middlesbro'.

DEAR MR. TOWN CLERK,—I notice with a great deal of pleasure that the Sanitary Committee of the Corporation have decided to prosecute "the responsible Military Officer" for the scandalous waste of wholesome bread revealed by the investigations of one of their Inspectors. "The Inspector," I read, "produced a large currant loaf, which, he said, was a sample of 2 cwt. of currant bread which had been tipped by the military into the Corporation refuse barge." All I know of the facts is there stated; but it is true that more food, and the best food, is wasted in the Army than anywhere else—this in many cases not only through lack of economy but from sheer indifference. As far as I am aware, your Corporation is the only one who brought the Army food-waster to book in the present war. The lesson is needed because the example is scandalous, and I trust the case will be pushed with the utmost rigor of the law. JOHN BULL.

To Councillor Hall, Portsmouth Board of Guardians.

DEAR SIR,—To you the old workhouse folk are indebted for your manly stand against the meanness of Councillor Groves, and I thank you in their name for preventing him depriving the aged men and women of their tobacco and snuff. Fancy, all the smokers get is one pipe a day, and yet your miserable colleague would have done them out of that little comfort. God forbid there should be many such men put in authority over those who are living out their lives in the chilly shades of the poorhouse! That Guardian—who described smoking as "filthy, disgusting and unnatural"—is the kind of crass idiot who is too bad even for a Board of Guardians. Poor Portsmouth! The town from which sail our finest fighting men deserves better representatives even for Bumbledom. JOHN BULL.

To Orville Wright, Esq.

MY DEAR SIR,—Long ago you proved you were one of the great men of the country, when you and your deeply-lamented brother, by your combined genius, brought flying into the realm of practical activities. Now you show by your utterances that you are capable of sizing up the war situations in masterly fashion. When you stated the other day that a few thousand aircraft, properly used over German strongholds, would pulverise Germany into a mood for surrender in a few weeks, you spoke like a wide-eyed thinker and student of events. You, at least, are evidently no weak-kneed disciple of the school of "no reprisals." More power to your elbow! We want all the help in the air we can get. America could finish the war in the air in a month. She must hurry up with those machines. JOHN BULL.

To the Vicomte Marcel Vigier, Company Promoter.

CHER M. LE VICOMTE,—It seems that one of the most unsuccessful companies you ever tried to promote was that between yourself and Miss Pansy Smith—the engaging young lady against whom you lately brought an action for breach of promise of marriage. It was a tragic episode. You wooed the damsel in a most expensive fashion—bought her presents, took her out to dinner, carried her about in taxicabs—only, my dear Marcel, to be finally jilted because she, fickle jade, "loved Henry best." Yet to the cruel pathos of this situation the Judge and jury were soullessly indifferent, awarding you only a farthing damages! In faith, good Vicomte, 'tis a callous world. JOHN BULL.

To Dr. Addison, M.P., Minister of Munitions, London.

DEAR DOCTOR,—A very bitter feeling is arising among wounded soldiers discharged from the Army at the scurvy treatment meted out to them by or through the Minister of Munitions. A letter I have from Dudley puts the grievance in a nutshell. "Why," it asks, "should wounded soldiers be turned out of the National Powder Factory, to walk the streets in idleness, while women are put into grey trousers in order to substitute them?" The question needs an answer, and in my opinion Tommies discharged wounded and treated in this way have a right to expect one. What do you say? JOHN BULL.

# THE RELIGION OF RETRIBUTION.

## MAKE THE HUN UNDERSTAND THE POWER OF REPRISALS.

BY THEODORE DAHLE.

**I**T has taken nearly three years of world war to bring my conscience to the necessity of reprisals against the Germhuns as a means of teaching them the realities of retribution. Much against my will, all against my nature, I have at last been forced to the conclusion that in this struggle there is a time for mercy and a time for retribution, and that the time for retribution is now. There should be no compunction. It is a crime against the laws of nature for the Government to allow civilian men, inoffensive women, and innocent little children to be indiscriminately slaughtered by weapons from the blue without teaching the Germhuns that at the limit of our sufferance there is after all such a thing as an eye for an eye and a tooth for a tooth. Humanitarian as I am, I should not be a patriot if I did not care more for British women and children than I care for the women and children of our enemies. If the Germhuns will not spare defencelessness and innocence—if merely for purposes of desperate frightfulness they are callous cowards and hell-fiends enough to climb the mountains of the skies in order to empty on our open towns and cities aerial torpedoes, shrapnel explosives and incendiary bombs, and lay our women and children dead and mutilated about us in hundreds—then I say with reverence that the time has come when even the mercy of God may be exhausted.

### A Revision of Compunctions.

And, having come to that point, I think it is necessary that that some of us should revise our moral compunctions and sense of religiousness. When recently British aviators dropped bombs on Freiburg as a half-hearted experimental reminder to the German civilian population that we can if we will, over a hundred leaders of religion in this country—representing, as they claimed, "a large body of Christian feeling against the policy of reprisal"—protested, and subsequently the Archbishop of Canterbury, in the House of Lords, expressed his unmitigated horror at this aerial attack. Religious sentiment and moral scruples are always entitled to respect to the fullest extent of their sincerities. From the beginning, Britain has fought through her place in this war against every advantage which unrestrained diabolism can give such an enemy as the Germhuns. She has seen them break every law, human and divine. She suffered and endured from the Germhuns, until suffering and endurance without retaliation in kind became an actual betrayal of our cause and a desertion of the soldiers fighting 'neath our banners, every form of mechanical devilry which fiends in human form could devise in the chemical factories or forge in the furnaces of Satan. And still we are told by British religious leaders that—with Britain brought within the zone of Germhun outrage, with our women destroyed in the peaceful pursuit of their avocations, and our children killed and mutilated or blown into fragments at their school lessons—we must do nothing to carry into Germhun a war of reprisals which would stain our hands.

### If God were the Government.

I have done with that conscientious objection. I believe that, if God were the British Government, there are things He would do in His wrath and vengeance which would scatter all their sentimental pieties to the four winds. It seems to me that the Archbishop of Canterbury and the other religionists who think and protest with him, have locked and left their Old Testament where moth and rust do corrupt. In the whole of sacred and profane history, I do not know of any greater reprisalist than He whom the old, old world knew as the God of Battles. In the day of His wrath no human vengeance was as remorseless

at His. Why did Saul lose his kingdom and his throne? "Hearken," says Samuel after anointing him king, "hearken thou unto the words of the Lord. I remember that which Amalek did to Israel, how he did wait for him in the way when he came up from Egypt. Now go and smite Amalek, and utterly destroy all they have and spare them not, but slay both man and woman, infant and suckling, ox and sheep, camel and ass." And because Saul slew everything before him except Agag and the best of the sheep and the oxen and the fatlings, Samuel dethroned him for disobedience, in the name of the Lord. "Then said Samuel, Bring ye hither to me Agag the King of the Amalekites. . . And Samuel said, As thy sword hath made women and children childless, so shall thy mother be childless among women. And Samuel hewed Agag in pieces before the Lord on Gilgal." But why quote Scripture? The two Houses of Convocation will simply "cut it out," as they are doing with the Psalms.

### Make Them Understand.

There are some other reprisals recorded of the God of Battles in the sacred story with which the hundred theological protestants against the British aerial raid on Freiburg should make themselves more familiar. To my mind, it is not exclusively a question of indiscriminate aerial massacre in Britain ordered by a Germhun military tyranny. Not alone the Kaiser and the Crown Prince, Bethmann-Hollweg and the war chiefs, but the whole Germhun populace vision, or pretend to vision, in the massacres of Zeppelin and Taube a just and appropriate judgment of the God of Battles on the enemies of the Fatherland. Going and returning, they see God in the avenging car, and it is my belief that if the aerial resources at our disposal can make reprisals on Germhun towns effective in the only form in which Germhun will ever understand effectiveness—if, for instance, we could mercilessly wipe out a whole city every time a Germhun raiding squadron attacked London or our open coast towns—the Germhun populace would realise that God never does sit with the commander of a Zeppelin or with the pilot of a Taube—only the Devil—and that not in vain, even in days when earth was nigher heaven than now, was it preached as a warning and a woe to the children of men "With what judgment ye judge ye shall be judged, and with what measure ye mete it shall be measured to you again." If the war thus far has proved anything, it is that the Devil is not to be fought with the scrupulosity of an early piety. Sunday school texts will not kill him or even scotch him. What he understands best is a double dose of his own damnation. Crouching and shrinking, running and hiding, from bombs hurled from the skies on his own dominion, the Devil's most natural instinct will be to scream for protection. "Never mind the British across the water," he will yell, "save me and mine!" and if the Kaiser, Bethmann-Hollweg, old Hindenburg, and Admiral Scheer do not keep their airships and aeroplanes at home, it is not improbable he will kick those salaried servants into the bottomless pit. Retribution is a measure not of defiance but of defence. The word itself implies not only a punishment deserved, but one long overdue. It is defence by counter attack; and if, in fact, retribution is the only means by which a nation can procure surcease from the infamous devilries of enemies without hope in earth or heaven, then the hour has sounded for that nation to seek the sure way of its salvation. It will bring our enemies to a new conception of those horrors of aerial frightfulness which they inflict with such cowardly inhumanity on our peaceful populations.

## POOR FELLOW!



MR. BONAR LAW: "It is very wrong of the Government to allow this sort of thing, but I suppose I *must* take it."

## THE WHEEL OF CIRCUMSTANCE.

## SET A KLEPTOMANIAC TO CATCH A THIEF.

In our issue of December 23rd last, we addressed a "Candid Communication" to Mr. C. F. Gill, K.C., who had successfully defended the Rev. William Herman Flecker, D.C.L., J.P., Headmaster of Dean Close School, Cheltenham, the learned doctor having been arraigned before judge and jury upon a charge of common theft. The defence so ably presented by Mr. Gill was a suggestion of "kleptomania"—which, for the occasion, we ventured to define as "a psychological attitude towards other people's possessions adopted by people in good circumstances"; and we went on to suggest that in his capacity as a Justice of the Peace, Dr. Flecker might some day "have to consider a poor man's case of kleptomania," in which event it was to be hoped he would give due weight to the arguments now advanced in his own innocent behalf. In some recent proceedings at the Cheltenham Juvenile Court a curious echo of our prophecy may be discerned, Dr. Flecker appearing, not as Magistrate, but as prosecutor in a charge of theft against a Cheltenham boy, who was alleged to have stolen a hand-camera and other small articles from a scholar at Dean Close School. The "culprit" had, a month before, suffered from an attack of acquisitiveness—the remedy applied being a birch rod, a course of treatment with which Dr. Flecker, being over-age and a schoolmaster to boot, would doubtless thoroughly agree. It seems that in the present case Dr. Flecker's demeanour was far more stern and impressive than when he himself appeared as a suppliant for mercy at the bar of a London Criminal Court. In this case of petty pilfering the learned doctor was Justice personified; and, indeed, we gather that it was he who effected the arrest of the culprit, who—there being no distinguished counsel present to advance the plea of kleptomania—was promptly sentenced to five years in a reformatory school. Meanwhile, Dr. W. H. Flecker, in his intervals of learned leisure, may well reflect upon the beauty of our law.

## A SOLDIER'S LAST DAYS.

## CALLOUSLY TREATED BY PUBLIC BODIES.

George Hardy, discharged from the K.O.Y.L.I. after being wounded and gassed, found himself ill and friendless in Grimsby—friendless, that is, but for his kind, admirable landlady. The young fellow—he was only 23—long tried to exist on his pension of 10s. 6d. a week, but then said he would not impose on his landlady any more; he would get work, unfit though he was. Well, he got it; but in a week they carried him back to his lodgings. Mrs. Johnson, the landlady, realising the man's critical condition, took him straightaway to the doctor—who advised the hospital. That was the beginning of a bitter chronicle. The hospital would not take the soldier in—they recommended the workhouse. The landlady, bearing all the expense, seems to have been driven from pillar to post, from doctor, hospital and workhouse infirmary back to her own lodging-house. In that lodging-house only could the poor fellow lie down to die. After three days and a half, Hardy himself was so indignant at his treatment by the public authorities that he rose from bed, dressed himself, and vowed to go out and protest in person. It was, alas, his last despairing effort. Mrs. Johnson saw that he was dying. She telephoned hastily to the hospital, and was informed it was "not a case for them"; she protested, and was then told to take him in. But Hardy died, almost then and there—not in the hospital, but in that good woman's own house. By the efforts of Mrs. Johnson the remains were saved from a pauper's funeral. The story is bad enough as it stands, in all conscience; what would have happened to George Hardy had he not come into the care of a woman with a heart, we hesitate to guess. To add to the lengthy list of "regrettable incidents" in connection with this sad affair, we have to record that an attempt to obtain a military escort at the poor fellow's interment was unsuccessful. Had Hardy been a Hun prisoner, the most comfortable hospitals would have been open to him—and had he died, he would have been accorded military honours!

**I** WITHDRAW nothing which I wrote last week. I say, again, may God forgive the criminals—and that they are “murderers all.” Let them prosecute me if they dare. Nearly three years of war—three years of the grimmest experience which can be given to mortal man—and we are still muddling at home, still inflicted with the crass stupidity and gross ignorance of the politician. Sometimes I wonder if we really deserve to win; if that wonderful victory which is now ours for the taking is not too great a prize when we consider how successive Governments have done their best to lose us the war. Still, we do deserve the triumph that is coming, because of the splendid spirit of our people and the stalwart manhood of our sons. But the politicians deserve nothing but political death and a nation's damnation. When I reflect that those of us who have hearts to feel and eyes to weep are still moved by mingled sorrow and anger over the ghastly story of Mesopotamia, and then note the callous indifference and impudent self-assertion of some of the most culpable of Ministers and officials, I begin to wonder whether anything will shame such men into silence, or whether we must resort to the extremest methods of public denunciation before these persons will realise the extent and enormity of their crimes and their blunders. Again I warn the Government, writing before the debate in Parliament, that the nation will not tolerate another offensive display of the whitewash brush. The blunders are too blood-red. The cruel neglect and wicked parsimony, largely the result of political plots to starve the Army in order to find money for vote-catching schemes, have meant the loss of thousands of men who to-day might be enjoying precious life. But they have meant more than that.

#### An Awful Crucifixion.

Agony and suffering, terrible and long drawn out, are worse than death. These gallant fellows were crucified on the bitter cross of a savage neglect. Blundering methods and criminal folly raised that awful Calvary. Men died with naught to quench their parched lips; brave sons and fathers were left to groan out their last moments in heat and filth because the iron of a wicked and callous “economy” had entered the souls of those who governed. No amount of official whitewash can cover up the stains of this infamous story or make clean the reputation of the delinquents. Lord Hardinge—an official whose responsibility is great, whose measure of culpability has been gauged by the Committee—has been allowed to flout the rules of the Civil Service and make his defence and apologia in the absence of everyone else. Mr. Chamberlain, who was Secretary of State for India when and since Lord Hardinge was Viceroy, might have been expected to hold his peace until the time came to speak on the crushing accusation of the Mesopotamia Report. Yet we find him reluctant to miss the chance of making his voice heard in the House of Commons, joining with more than ordinary assurance in debate. Is it difficult to predict what will happen? I think not. Lord Hardinge evidently imagines he has already acquitted himself; the Secretary of State still holds the office whose reputation he has lowered more than any of his predecessors—and there have been some fine “duds” in that haunt of Incompetents and Man-

## AND YET WE Despite the Politicians.—An Awful

By THE

darins, the India Office! So far, not a man who stands condemned is a penny the worse for his crimes or his condemnation. And, mark my words, the politicians and the high officials will try to escape those crushing consequences which should, in justice, follow on their grave and grievous errors. An officer or two may be censured—may even be “relieved” of his command. But whoever heard of a politician suffering? Do you imagine that the Cabinet, many of whom must share in no small measure the responsibility and the blame for the murderous faults of Mesopotamia, will take action against any of their number? I don't. *But we must!*

#### The God of Democracy.

Setting a thief to catch a thief is one thing, but to expect one political delinquent to denounce, another is too Gilbertian even for these grim days, when so much is topsy-turvy. Still, there comes a time when a nation awakes—when the God of Democracy first turns in his slumbers and then rises, angry and resentful, from the sleep of complacency. And if the Government do not know it, I do. I warn them that his eyes are wide open; he is trembling in his anger—and if he comes to believe that while he is asked to make the great sacrifice he is being made a mere pawn in the game of political reputations, he will turn and rend those who have used him and deceived him. Don't forget, you who rule, sitting in high places and looking down from your seats, upon the sweating and fighting hordes of men—that human nature is not altered by war—certainly not for the worse. That spirit of Liberty which you have invoked for your own purpose may yet prove the mighty monster for your own undoing. Already you are learning that there is a point at which the docile British worm will turn. It is a big drop from the crime of Mesopotamia to such humdrum, sordid things as, for instance, Beer and Racing. Beer and Racing! But see what fools you have made of yourselves over both of them. For the moment the working man began to show his teeth, you climbed down. You find that this great war is not to be won with Scripture texts and copy-book maxims. And, as soon as you are cornered, what becomes of your cant about “public opinion”? I warn you not to try the people too highly—and, above all, don't fool them. Believe me, they are beginning to see through the game of Politics—the glamour of your office has ceased to awe them; and your fervid perorations leave them cold. *Their eyes are open—they see and they understand!*

#### Mr. Bonar Law as Profiteer.

And when we reflect upon Ministerial methods we shall not be surprised at that amazing little comedy in the House the other day, when Mr. Bonar Law so ingenuously revealed his share in the cruel—yes, and criminal—shipping profiteering. We have had revelations before now of the shareholdings of Ministers. But

# ARE WINNING!

## Crucifixion—The Latest Air Tragedy.

EDITOR.

they have generally been enforced revelations. Still, there are, you know, such things as Share Registers, and much is open to the eye of the inquisitive, be he "Common Informer" or just an ordinary citizen. Well, the Chancellor of the Exchequer was no doubt well advised to open the books for us. It is the kind of ingenuous act which saves a deal of research sometimes, and it enabled Mr. Bonar Law to appear in that side-splitting character of Mr. Profiteer denouncing his class and kind. Those thousands of pounds which the Keeper of the National Exchequer has made out of a few hundreds, have been made, on his own showing, because of the wicked neglect of the Government—of which he is a member—to come down with hammer-blows upon the shipping profiteers. What a comedy! I wonder whether it occurs to Mr. Bonar Law that he has been a member of the Government for more than two years. Isn't it time the silly farce, which deceives no one and amuses very few, of calling heaven to witness the blunders of the Government of which you are one, were finished? This political grinning through the horse's collar of innocence and ignorance doesn't make even the vulgar laugh, while it makes decent men almost weep. Perhaps the next time Mr. Bonar Law, his Majesty's Chancellor of the Exchequer, tells an amused House of Commons—oh, yes, *they* laughed heartily at it—of those horrible profits due to the neglect of the Government, he will give us the story of how he fought in the Cabinet against the shipowners and of the manner in which he was overborne by his colleagues!

### Then and Now.

Not long before he and his Unionist friends began to share in the loaves and fishes of office, in 1915, there was a debate on this very subject of shipping profits, and Mr. Bonar Law took part in it. He read a letter from a shipowner in the North, complaining of the way in which things were muddled by the authorities, and this shipowner—one evidently with a conscience—wrote: "It seems an awful shame to throw the country's money away as it is being done. Freights among us are still booming—to which, of course, I have no objection; but there is very little satisfaction in making money out of the present difficulty when one thinks of the incapacity which is the cause of it." That was in 1915; Mr. Bonar Law has now been a member of the Government for more than two years. When did he find salvation? For this is what he said before he became a Minister: "I have not the smallest doubt that well-managed ships to-day are making enormous profits, and that these profits *come from the very cause for which the people of this country are making sacrifices in every direction and even giving their lives.*" What was that cause? War necessity. But not "equality of sacrifice." One makes thousands of profit and then protests against the enormity of his enrichment—the other gives up life and is for ever silent. But the voice of protest was not

so loud—indeed, it could not be heard by the keenest ear in 1915. Mr. Clynes, who had spoken in the debate, was ready to confess that perhaps, if he were a shipowner, "the result would be exactly the same." Well, Mr. Bonar Law *was* a shipping-shareholder—although he did not say so then; hence the following: "The hon. gentleman was good enough to say that he would act in the same way.

... *So should I.*" And while he went on to declare that there should be some limit to the profit "which can be got in this way," and that they would have as much right to seize shipping as to seize every able-bodied man in the country, he added: "But I do say no such case has yet arisen, and that until the evil becomes much greater than it is, any attempt to exercise control in that way would be found perfectly futile." Read that in the light of Mr. Bonar Law's revelations of his shipping profits the other night. Do you wonder why I ask you to distrust the politicians?

### The Latest Air Tragedy.

And now, as I write, comes this latest air tragedy. I stood on the roof of a big building and saw the swarm of Hun machines spitting their fire and death on the capital of the British Empire—and I looked in vain for those squadrons of first-class British aeroplanes which I had been given to understand were waiting in readiness for the next raid. And then a ghastly piece of news reached me—God forbid that it is true! I was told that only on the previous day had all these machines—as on the occasion of the former raid—been requisitioned for the Front; and up to the time of going to press all my efforts to verify the statement have been in vain. One official is away; another, at a War Council—well might he be!—and a third told me, with delicious *naïveté*, that he "was very ignorant of these things"—and could not say whether we had brought any of the raiders down—although he "had heard of three." In God's name, whither are we drifting? If the squadrons *were* here, why didn't they intercept the Taubes, or whatever they were? And if they were *not* here—well, Lord French, this time, *must* explain. Last week I told you how the War Cabinet had taken all Lord French's best flyers away; and when asked in the House of Commons whether such was the case, Mr. Bonar Law coolly replied, "I cannot say as to that." What the Devil is he—a member of the War Cabinet—there for if he cannot answer such a question? It is simply damnable—there is no other word for it. Listen to this, too—from the first "Official Communiqué":—"The number of raiding aeroplanes is at present uncertain, *but was probably about twenty.*" Great God!—"probably" about twenty. Did nobody in authority count them? I did. And what about those shells of our own anti-aircraft guns which never exploded—and simply came down to destroy life and property? And is it the fact that plans which have been found in the possession of enemy pilots not only gave the position of our guns, but actually the spots marked out for future emplacements? Isn't it time that we rounded up those enemy aliens who are still allowed to lurk in our coast towns? Heaven forbid that I should, by any hasty word, feed the embers of popular fury which are being kindled everywhere around us. But—and there I leave it!



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And strive to hide their published shame  
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To German mothers is in vain;  
Not so shall we our babes defend,  
Nor to Hun vileness put an end.



Though shorn of much that made a guy,  
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Concentration,  
 Observation,  
 Quick Perception,  
 Decision,  
 Foresight,  
 Initiative;

Self Confidence,  
 Self Control,  
 Organizing Ability,  
 Habitual Accuracy,  
 Resourcefulness,  
 Good Judgment,

are just those needed on the high seas and in the firing lines, and the men who, by means of the Pelman course, are developing these positive traits of character, are laying a sure foundation of success in the coming days of Peace.

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Whatever your present position may be you can improve it and prepare yourself for greater opportunities by following the example of these far-seeing people.

## What "Truth" says:

Last year Truth investigated "Pelmanism" thoroughly and published two long and detailed reports on the subject. Owing to recent developments, Truth has just published another report giving a full description of "Pelmanism" and printing

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*Wonderful Effect of a Product for the Nervous  
and the Weak. Prescribed by 10,000 Doctors  
Throughout Europe.*

**10,000 PACKAGES FOR DISTRIBUTION.**

Over 4,000 people have testified that they have been cured of nerves by this method. of Nerve-Reconstruction. Thousands more are benefiting under this new treatment "Weak Nerves" have been made strong. Diminished vitality has been reinforced. Failing energies have been re-vitalised.

What is "Nerve-Reconstruction"?

It is a system of rebuilding weak or disordered nerves by a scientific method.

Your nerves are composed of millions of minute nerve-cells.

Unless these nerve-cells feed they cannot work. All the nervous ailments men and women suffer from to-day are due to insufficiently nourished nerve-cells.

The task of feeding this army of hungry nerve-cells is performed by the blood. To feed these nerve-cells the blood extracts from the food you eat a certain essential nerve nutriment in infinitesimal quantities, which reaches the nerve-cells in the form of Organic Phosphoric Substance. It is this element that keeps the nerve-cells "going"—when they get enough of it. When they don't get enough of it they become weak and disordered.

Here are some of the ailments caused by this starved condition of the nerve-cells and restorable by the new method of Nerve-Reconstruction. Read down this list. See if the illness or weakness from which you are suffering is included. You can learn how to get rid of any of these troubles and regain your health by this great "Nerve-Reconstructing" Method. Here are a few ailments due to Nerve-Cell Starvation:—

## AILMENTS DUE TO NERVE STARVATION.

**7 DAYS'  
TRIAL  
SUPPLY**

**6d.**

**Write To-Day.**

- Sleeplessness,
- General Debility,
- Pains in Back,
- Inability to Concentrate Your Mind,
- Bad Memory,
- Headache and Neuralgia,
- Brain Fog,
- Irritability,
- Loss of Energy,
- Dizziness,
- Depression and Melancholia,
- Lack of "Fire" and Vigour,
- Excessive Shyness and Timidity,
- Hysteria,
- Anæmia,
- Incipient Consumption,
- Failing Vision.

All these are benefited by the Muller "Nerve-Reconstruction" method of Dr. Muller. Dr. Muller's Nutrient is an exact counterpart of the natural nerve-nutrient supplied to healthy nerves.

You take this Nutrient through your digestive organs. It is assimilated and taken by the latter straight to the semi-starved nerve-cells. It gives them renewed strength, health and vitality. This remarkable product nourishes the nerve-cells, reconstructs them, restores them to their normal activity. As a result, your nervous system recovers from its exhaustion, and the nervous ailment or derangement from which you have been suffering is permanently banished.

Besides nourishing and rebuilding your nerves the Muller Nutrient—

1. Enriches your blood.
2. Strengthens and increases the all-important corpuscles of the blood which defend your body against germs; and
3. Revitalises and makes better your whole system.

After taking Dr. Muller's preparation for a few days (as you can now for a week **practically free of charge**) you feel absolutely different, better, brighter, stronger, healthier and more energetic, and more "vital" in every way.

## MARVELLOUS POWERS OF THE MULLER CONCENTRATED FOOD.

Thousands have been rescued from the depths of Nervous Breakdown, Loss of Energy, Melancholia, Neurasthenia, Insomnia, by this wonderful new method of "Nerve-Reconstruction" **you can now try for yourself free.**

The Muller Laboratories have put aside 10,000 full-sized boxes of the Muller Nerve Nutrient for distribution amongst readers suffering from any nervous ailment.

Each box contains sufficient to last for seven days. By writing for it to-day you can obtain the whole week's supply for six stamps.

With this week's trial course will be sent a presentation copy of Dr. Muller's Book on the Nervous System and its requirements for health. Published at 1s., this Book will also be sent you **FREE.**

This generous offer is only intended to be taken advantage of once, and only one Trial Supply can be sent to the same person.

Send your full name and address, with six penny stamps, to 365, The Muller Laboratories, 144, Albany Street, London, N.W., and the booklet and a package containing a seven days' Trial Supply of the Nutrient will be sent free in a plain sealed cover. Sufferers and Inquirers calling at the Consulting Offices, 144, Albany Street, London, N.W., can see the Acting Consultant, who will be pleased to give Expert Advice entirely Free of Charge.

The Muller Nutrient can be ordered from Boots' Branches, and from all high-class Chemists in the United Kingdom.

**The Dr Muller Nutrient**

**A True Nerve Restorative free of Baneful Drugs**

Price from 2/6 a box of all good chemists.

**NOTICE.—A Guaranteed British Product under British Control and Ownership!**



## Bargains in Linens

are being offered in great variety by Robinson and Cleaver, and the opportunity thus afforded should not be missed. Many of the goods will not be obtainable again at the same price, for the price of Linens is still steadily increasing. Therefore you should buy your linens during Robinson & Cleaver's

## GREAT SUMMER SALE

### TABLE LINEN.

Linen Damask Tablecloths—  
2 x 2 yds. 8/9; 2 x 2½ yds. 8/9; 2 x 3 yds. 13/-; 2½ x 2½ yds. 22/8; 2½ x 3 yds. 28/11; 2½ x 3½ yds. 31/- each.  
Linen Damask Napkins—21 x 21 ins., 10/6; 24 x 24 ins., 12/8; 26 x 26 ins., 25/- per doz.

### HANDKERCHIEFS.

Ladies' Linen Hemstitched Handkerchiefs, in fashionable narrow hems, 2/10, 3/5, 3/10, 4/1 per doz. The R. & C. Gents' Khaki Handkerchiefs, 1/10 and 2/10 per doz. Extra large size, 6/2 per doz.

### BED LINEN.

Linen Sheets, 2½ x 3 yds., 33/8; 2½ x 3½ yds., 38/11; 2½ x 3½ yds., 38/- per pair.  
Linen Pillow Cases, 20 x 30 in., 25/- 34/-; 22 x 32 ins., 29/6; 33/- per doz.

### TOWELS.

Hemmed Huck Towels, red or white bordered, 22 x 38 ins., 13/8; 22 x 40 ins., 14/8 per doz.

Write for our Sale Catalogue of Bargains in household and fancy linens, towels, dusters, handkerchiefs, &c. Sent post free on request.

**Robinson & Cleaver**

222, Donegall Place

LONDON

BELFAST

LIVERPOOL



## When out o' Sorts

It's more than wretched to feel out o' sorts and yet not know just what is wrong with you. To awake in the morning unrefreshed by sleep, with a slight headache, and feeling languid and run down. Then, as the day advances, to feel that all your old snap and

vigour has deserted you, though you haven't done enough hard work to account for this feeling. If

this is ever your experience, it is almost certain that the cause is some derange-

ment of the digestive organs. And it is just **TAKE** here that Mother Seigel's Syrup can help you.

This wonderful invigorator and tonic has a marked beneficial effect on the whole of the digestive system. It braces the nerves and gives tone and vitality to stomach, liver, and bowels, and enables them to regain a normal healthy condition. When this has been attained you will again feel the vigour and glow of health.

**MOTHER** Put it to the test to day.

**SEIGEL'S SYRUP**

The 2/9 size contains **THREE TIMES** as much as the 1/3 bottle.

**GRAVES  
OF SHEFFIELD**

Write for Catalogue of recently priced Staffordshire Tableware, Ladies' and Children's Wear, Workers' Clothing, Footwear, Sheffield Cutlery, Sewing Machines, Frames, Cycles, Tyres, Lino, Carpets. Patterns post free of Suits, Costumes, Raincoats, Mackintoshes, Robes, Dress Materials, Household Drapery, etc. I. G. GRAVES LTD. SHEFFIELD.

**EASY TERMS**

# IMPRESSIONS OF BABY WEEK.

A SPURIOUS SYMPOSIUM.

MR. GEO. R. SIMS: Confronted with bald-headed babies at every step, I was never so impressed with the crying need for Tatcho as during Baby Week. Excuse the following sprig of "Mustard and Cress":—

'Mongst the impressions I received  
This one must be recalled,  
Although for hairless babes I grieved  
I hated those that bawled.

THE BISHOP OF LONDON: I was overwhelmed with gratification to see such lively evidence that my campaign against childlessness has borne abundant fruit. Let the good work go on.

MR. LLOYD GEORGE: I was so struck with the amount of infantile unrest that I have decided to appoint a Baby Controller. Premises have been commandeered at Child's Hill to house the staff.

MR. BONAR LAW: I was delighted to see so many sturdy subjects for future taxation.

SIR WILLIAM ROBERTSON: I have seen enough during the past week to convince me that the 1934-5 class will be a fine body of young men, upon whom we may safely rely to finish the war. Judging by their present lung power, their chest development will be exceptional.

MR. ARTHUR MEE: Thanks to the Government's criminal neglect to enforce absolute prohibition, during the past week I have seen not so many thousands of babies as so many thousands of potential drunkards. It is an awful thought that before many years have passed the majority of the infants we have lately been tickling and admiring will know the taste of alcohol. Ah, Mee! Join the Strength of Britain Movement!

THE REV. F. B. MEYER: The chief impression I received from last week's

baby celebrations was that the majority of infants taking part in them were inadequately clothed. Surely infancy is no excuse for the immoral exposure of legs and undergarments. I was inexpressibly shocked by the bold and brazen behaviour of some of the babies on view, in whom a sense of decency seemed to be entirely lacking. I shudder for the future when so much depravity is displayed by our youngest generation.

LORD HALDANE: The only impression I received was a painful one—the impression of perambulator wheels on my troublesome corns which are so often being trod on just now. At the same time, I was filled with sorrow to think that the great majority of those babies would not be able to enjoy the inestimable boon of a sound German education.

RAMSAY MACDONALD: It filled me with indignation to see so many well-fed British babies at a time when by means of our fiendish blockade we are reducing German babies to starvation. In fact, I had a good mind to leave the country there and then.

MR. ASQUITH: I have no impression to record. Hearing their clamour from afar, for the first time in my life I did not wait and see.

THE POET LAUREATE: Naturally, you expect verse from me. Well, here is a little thing I threw off last week after witnessing a baby show:—

Babes to the right of me,  
Babes to the left of me,  
Dribbled and wondered;  
Mothers in frantic haste,  
Portly about the waist,  
Into me blundered!  
Stormed at with howl and yell,  
Madly I fought and well,  
Pushing my way, until  
From them I'd sundered!

## PRINTER'S PIE.

(Half-a-crown is paid to the sender of every item published under this heading. Envelopes must be marked "Pie.")

"DAILY MAIL":—

"There has been no rain. In Bavaria streams are being DAMNED."

"YORKSHIRE WEEKLY RECORD" (letter of "An English officer in France"):—  
"SHUT YOUR EYES, and LOOK south."

"LEICESTER DAILY MERCURY" (advertisement):—

"WANTED, by married couple, ONE CHILD."

"LIVERPOOL ECHO":—

"It is the new magistrates who have BROKEN THE ICE, and the supporters of both camps are curiously watching to see if they will now find themselves IN HOT WATER."

"DAILY SKETCH":—

"The municipal authorities express the hope that all the inhabitants of Munich will soon wear NOTHING BUT SANDALS."

"THE SCOTSMAN":—

"The price of new potatoes in West Lancashire showed a FALL OF 100 PER CENT. on the week."

"SEXTON BLAKE LIBRARY":—

"What do you want me to do BEFORE YOU SPEAK?" he asked. "I'LL TELL YOU," Ames returned quickly."

"DAILY MIRROR":—

"Six PAIRS of TRIPLETS born in London were the most important people at the show."

## EVERY EVENING

You have half an hour to waste. If you have a Taste for Drawing, you can, in your spare time, learn to earn and earn while learning. Send to CHAS. E. DAWSON, Practical Correspondence College, 12; Thanet House, Strand, W.C.2; with stamps for return, a small sketch (in any media) and you will receive Expert's Opinion and Criticism gratis, also particulars of CHAS. E. DAWSON'S System and SCHOLARSHIPS for "John Bull" readers.

"TIZ"—after a Night on Duty!



"I never get tired with TIZ!"

"Such a Relief! How my sore, puffed-up feet used to ache for TIZ!"

Ah! what relief. Since I've used TIZ I come off a night's duty feeling as fresh as when I set out from home. No more tired feet; no more burning feet; no more swollen, perspiring feet. No more soreness in corns, hard skin, bunions, chilblains.

No matter what ails your feet or what you've tried without getting relief, just use TIZ. TIZ is the only remedy that draws out all the poisonous exudations which puff up the feet. TIZ cures your foot trouble so that you'll never limp again with it, and your feet will never, never hurt or get sore and swollen. Think of it—no more foot misery, no more agony from corns, hard skin, or bunions!

Get a 1s. 1½d. box at any chemist's or stores and get instant relief. Just once try TIZ. Get a whole year's foot comfort, for only 1s. 1½d. Think of it! And remember it's just as useful to your friend at the Front.

"Strong enough for Daddy."



**Trippa**

FOLDING PRAMS. Allow the smallest child to be carried over the roughest of road without shock. Used by the Nursing Profession. Of all Pram Dealers, stores, &c. Catal que free. BROWN BROTHERS, Ltd. Great Eastern St. LONDON, E.C.2. 237-273, Deansgate, MANCHESTER.

**Trippa** & STURGIS FOLDING BABY CARS

## A 15/- FOUNTPEN for 5/-

John Bull's Latest Gift Pen.

FILLS ITSELF INSTANTLY.

Equal to Pens usually sold at 15/-. Cannot leak or get out of order. Fitted with extra Heavy 14-ct. solid Gold Nib Iridium tipped.

With 1 coupon, 6/-  
With 13 coupons, 5/-  
Postage, 2d.



The Self-Filling Safety Model

## "JOHN BULL" PEN COUPON. Value 1d.

By sending this Coupon with P.O. for 2s. 9d. and twopenny stamps for postage, the holder is entitled to receive a "John Bull" Gold Nibbed Fountain Pen, STANDARD MODEL. Additional Coupons up to 12 from "John Bull" any dates, may be saved and used in part payment, each counting as 1d. off the price. Thus, you may send 13 coupons, and P.O. for 1s. 9d. only and 2d. stamps for postage.

DE LUXE MODEL 1s. EXTRA.  
Address, Pen Dept., JOHN BULL, Long Acre, London, W.C.2. (July 14, 1917.)  
P.O.s should be made payable to John Bull, Ltd., and crossed & Co.  
N.B.—State whether you prefer a Fine, Medium, or Broad Nib.

# TOMMY AND JACK.

**OUR PLEDGE:** "No case of hardship or injustice, no instance of beggarly treatment or mean chicanery, shall go unchallenged and unremedied."—Horatio Bottomley, 19th August, 1916.

## "Any Complaints."

We would advise the Officer Commanding the Royal Flying Corps Depot at Farnborough to parade his men, and ask them if they have any complaints. We have before us a series of very grave allegations indeed, and if the O.C. is not capable of having them remedied we feel that we must appeal to the War Council.

## Keeping Back the Kilties.

At Winchester, a member of our staff came across the London Scottish, who complain that non-commissioned officers who have been in the corps since its formation are refused permission to go to the front, whereas men sent back from France wounded are patched up as quickly as possible and fired out again. But the London Scottish are not the only corps suffering from this complaint—it is, indeed, general throughout the service.

## Death or Glory.

A cripple, with deformed feet, acute gout and rheumatism, was called up a short time ago and placed in the service. He was repeatedly sent off parade, as he could not march. He went before a Medical Board, who, however, marked him "A1," was drafted into the 1st London Regiment, where he again broke down, and was sent before another Medical Board. The President of the Board said he was no good as a soldier and was never by Nature intended to be one. He was sent to another battalion and appeared before another Medical Board, who came to a similar decision. Obviously, the man should have been discharged from the service—but he had the luck to go before a third Medical Board and was classified in the highest category. We are afraid that many of our Medical Officers are of that class so dearly beloved by undertakers and cemetery proprietors.

## A Pertinent Question.

In the Battalion Orders issued by Colonel G. Laidlaw, commanding the 2nd F. S. Garrison Battalion of the Bedfordshires, that gallant officer regrets to report the deaths of one sergeant and five privates during the short voyage between Durban and Bombay. We are assured that ten other deaths took place in the battalion, and we should like to know the cause of this mortality. The men are saying nasty things about vaccination.

## Crucified for a Cuss Word.

We can scarcely believe it, but we are assured that a man of the 2/9 Battalion Middlesex Regiment, stationed in Kent, has been given 14 days' field punishment No. 1 for using a few swear words in the course of a conversation with a chum. He appears to have been overheard by a Jack-in-Office wearing a couple of stripes, who reported him to his Company Commander, a gentleman who does not appear to temper justice with mercy. There is no paragraph in King's Regulations or Military Law justifying such a savage sentence.

## The Good Old Muddle.

The heads of the machine, to please themselves and the public, are now combing out. But why comb out the men of the Field Ambulance—the men who must go over the top with the combatants, share their risks, tie them up when wounded, and take them to the dressing stations? If the "big bugs" who smiled at Mesopotamia and other muddles and brought us to disaster and worse, put C8 men in to do the work that requires pluck and the physique of A men, we are afraid that the result will be a horrible state of things; whilst if they persist in their announced course, and our wounded heroes are sacrificed, we also promise a monster meeting at Trafalgar Square with a supply of ropes.

## Peer Hungry Tommy.

There is need for curtailment in the consumption of food, but Tommy works hard in the open and develops a ravenous appetite. In most camps his rations are cut down, he obtains meals that do not satisfy—and thus, up to a while ago, spent his miserable wages purchasing food. Now the dry canteen is closed to him, and an Order has been issued stating that if he buys edibles outside he is a criminal. We want to know from the War Council why they starve him in camp and threaten him with penalties if he "fills up" at his own expense. The well-fed chiefs of the War Office might, too, tell us why they forbid a soldier to enter a restaurant and pay for a much-needed meal out of his hard-earned pay.

## A Mem. from Woolwich.

A complaint reaches us, signed by several soldiers in the Q.F. Cartridge Factory No. 1, Woolwich, who have "been through it and got hurt," that they are put on the roughest jobs at lower wages than the women, though all of them are married. They also regard it as "a downright shame" that a great number of A1 men, who have done nothing under the colours, are still employed in the factory. The Minister of Munitions had better look into it.

## The Yacht Patrol.

The men of this service ask us to supplement our recent protest about their treatment, by calling for an Admiralty investigation. If such an inquiry is held, we can promise Sir Edward Carson that he will discover that the men of the patrol are at a great disadvantage in many directions, compared with their mates in other branches of the service.

## Mem. for the Medical Men.

We do not like a report we have received from the Royal Naval Barracks at Portsmouth, telling us that sufferers there from a horrible disease are allowed to live, eat, sleep with, and use the same eating utensils as the healthy men. We are told that about 150 answer the C.D.A. call every evening. Are any restrictions imposed on these patients, to prevent the spreading of the loathsome disease?

# "THE GREATEST OF THESE —"

(Registered under the Act of 1916 as "The John Bull War Sufferers Fund.")

This Fund affords immediate relief to the dependents of soldiers and sailors who, owing to invidious inquiries and red-tape officialism, are stranded for want of money. Every farthing subscribed goes to some deserving person—we gladly defray all expenses. Our soldiers and sailors are giving their lives for us. Will YOU please help to make less the miseries of "the little things they left behind them"?

## Here—now Hawker.

An ex-soldier, who is now a hawker, has a wife and five children. He fell ill, and on recovering found himself out of stock and owing rent. We got him out of his difficulties.

## A Word of Thanks.

We thank those readers who sent help specially for "Little Dorrit" and the widow of the soldier who, in despair, took his life. The soldier's wife who recently lost her two children is also grateful to those who responded to our appeal on her behalf.

## A Friend at Long Acre.

A man was sent out of the service with a useless hand, and his pension has not yet been fixed. He is unable to undertake work, and was a stranger in London until he found a friend in us.

## Substantial Service.

A soldier's wife claimed from the War Office a very considerable amount of money, which owing to lapse of time was, technically, not due to her. She made futile efforts, and then brought the case to us. We gave her immediate help, and the authorities were kind enough to waive their right and grant the money, representing over a year's separation allowance. Another soldier's wife

came to us in similar circumstances, and, in response to our appeal, her debt to the War Office of over £30 was generously cancelled.

## Recommended by the Magistrate.

A discharged soldier on pension had to enter hospital, but was recently released. He had difficulties with the Pensions authorities, and in great distress went to the Woolwich Police Court for advice. The Magistrate could do nothing, as the matter lay between the man and Baker Street, but recommended him to come to JOHN BULL and ask for assistance out of our Fund—which we naturally gave him, at the same time taking action with the Pensions Department which we have little doubt will be successful.

## Saved the Orphans.

Her husband killed in France, a widow on a small pension has two children ill. As she owed a few weeks' rent, her landlord threatened to turn her on to the street, but we took steps to prevent this.

## The Widow's Plight.

Another soldier's widow, receiving a small pension on the old scale, has been bedridden for several months. She found herself unable

to pay for necessary medicines and nourishment, and wrote to us enclosing a letter from her doctor verifying her statements. We assisted her by return of post.

## SUBSCRIPTIONS.

"Tencer," 10s.; D. C. (Ebbw Vale), 2s.; S. S. K. (Hankow), 16s. 9d.; B. K. (Hythe), 2s. 6d.; Mrs. L. H. (Aston), 2s. 6d.; "Soldier's Sister," 1s.; "Zoroaster," 10s.; "34185's Girl," 1s.; S. Sgt. G., 1s. 3d.; M. M., 1s.; J. D. (Crail), £2; A. E. P., 2s. 6d.; E. A. P., 2s. 6d.; E. A. C., 1s.; "Agnes Wickfield," 1s.; "Taxi Driver 5272," 1s.; "Unskilled" (Stainland), 5s.; C. P., £1; A. C. F. (B.E.F.), 2s.; A. C., 6d.; E. F. H. (Barry), 1s.; Mrs. K. (Marylebone), 1s.; "S. Ealing Reader," 6d.; O. P. O. (Swindon), 5s.; M. A. B. (Taunton), 1s. 6d.; "Scrappers" (Glasgow), 1s.; "Inasmuch," £5; A. T. N., 1s.; G. P. (Hastings), 1s.; "Taxi Driver 5272," 1s.; W. J. G. (Southampton), 1s.; "A Good Wish" (B.E.F.), 5s.; "Southwark," 30s.; Workers of Forebank Dye Works, per A.D., £2 8s. 3d.; J. J. C. (Blackley), 1s.; S. W. (Godalming), 1s.; J. R. E., 10s.; G. S. C. (Camberwell), 2s.; "Eng," 2s. 6d.; J. W. L. (Bombay), 13s. 6d.; Weekly Collection, Messrs. Short Bros. Aeroplane Works, Eastchurch, £1 1s.; J. W. (Oreoby), 2s. 6d.; G. J. G. (Devonport), 1s.; E. S. W. (Leighton), 3s.; "Small Prize-winner" (Stirling), 2s.; P. M. S., 5s.; "A Canadian P.O.," 5 dollars; "A Sailor," 10s.; A. M. L. (H. M. S. Ajax), 7s. 6d.; Mrs. G., 6d.; T. G. A., 10s.; D. W. G. (Greenock), 2s. 6d.; "A Soldier's Wife" (Hornsey), 1s.; "76 A.F.A.B., P.S.," 5s.; Canteen profits, 34th M.A.O. 787 (M.T.) Coy. (per A. H. B.), £5; T. C. P. (Peckham), 2s.; Ceylon Planters' One Day's Pay Fund, £5; L. M., 2s. 6d.; N. S., 1s. 6d.; B. E. (Liverpool), 2s.; Cpl. F. M. (B.E.F.), 2s.; K. H. T., 1s. 6d.; Cpl. G. C. W., 6d.; Contents of Swear Box, Grants Works Test Room (per E. B.), 3s. 6d.; Pte. G. A. L., 1s.; B. A. V. (Basingstoke), 1s.; W. J. S. (Crews), 1s.; J. O. M. (Devonport), 1s.; E. H. (Dudley), 1s.; Anon. (Llanbedrog), 1s.; S. W. E., 1s.; "Nigger" (Manor Park), 6d.; H. S. W., 2s. 6d.; Dvr. N. I., 1s. 6d.; T. W. H. (Teignmouth), 5s.; Mrs. B. (Netherfield), 1s.; "My Best at Present," 1d.; "Ivy Mary," 3s.; Sgts. of "A" Coy., R.S.F., Salonica, 5s.; A. B., 5s.; per Captain Osbon, £68 18s.

# 1,000,711 WOMEN WAR WORKERS

HOW ALL CAN GROW LONG, THICK AND SILKY HAIR.

SPLENDID TOILET GIFT TO ALL BRITISH WOMEN EVERYWHERE.

4 IN 1 "HARLENE" OUTFITS FREE.

TO-DAY is announced a Splendid Gift to Britain's 1,000,711 Women War Workers—in fact, all British women who care to write for it. The Gift is that of a 4-in-1 Toilet Set, the use of which will not only check any influences injurious to women's and girls' hair, but will actually enrich its growth in both quantity and quality.

need its aid also in order to maintain a smart, crisp appearance.

The Gift Parcel comprises:—

1. A bottle of "Harlene," the true liquid food and tonic for the hair.
2. A packet of the marvellous hair and scalp cleansing "Cremex" Shampoo Powder, which prepares the head for "Hair-Drill."
3. A bottle of "Uzon" Brilliantine, which gives a final touch of beauty to the hair, and is especially beneficial to those whose scalp is inclined to be "dry."



1st WOMAN WAR WORKER: How do you manage to keep your hair looking so thick and beautiful? Mine is falling out fast, and has faded terribly.  
2nd WOMAN WAR WORKER: I found I was losing my hair, but tried "Harlene Hair-Drill," with the splendid result you see. You try it, and your hair will grow better than ever. You can get a complete Free Trial Outfit, too.

This Gift is intended to prove free of expense to every woman and girl that neither the munitions or other factory, the office, nor the exposure to the weather of work on the land need injure her hair. The Gift will prove that women's hair will thrive wonderfully in health and beauty when it is cultivated according to "Harlene Hair-Drill."

## GROW MAGNIFICENT HAIR.

No parts of the bodily structure respond so quickly to proper care as the hair. The vitality of the human hair is extraordinary. Invest only two minutes a day in Harlene "Hair-Drilling" it, and it will surprise you to see how it will improve.

## COSTS NOTHING TO TRY.

Your hair will grow with rich colour. It will radiate the fragrance and the halo-like sheen of health and beauty. And it costs nothing to discover this truth for yourself, thanks to Mr. Edwards' generous gift of his "Harlene Hair Drill" Toilet Outfit.

This offer, while chiefly made to the women, is also open to men, for they

## 4. A copy of the new edition of the "Hair-Drill" Manual of Instruction.

You will be pleasantly surprised the first time you practise "Harlene Hair-Drill," for it is a most delightfully refreshing toilet exercise. It imparts new life to the hair, giving tone and nourishment to weak, impoverished, straggly hair; at the same time it is especially beneficial in maintaining well conditioned hair in freshness and beauty.

After you have tried—free of cost to yourself—the extraordinary hair-growing and beautifying influence of the "Harlene Hair-Drill" you can obtain from your chemists and stores further supplies as follows:—

"Harlene" in bottles at 1s. 11d., 2s. 9d., and 4s. 9d. (Solidified Harlene in tins at 2s. 9d.) "Cremex" Shampoo Powders at 2d. each, or 7 packets for 1s. "Uzon" Brilliantine, in bottles at 1s. and 2s. 6d.

Or post free on receipt of price direct from Edwards' Harlene, Ltd., 20, 22, 24 and 26, Lamb's Conduit Street, London, W.C.1. Carriage extra on foreign orders. Cheques and P.O.'s should be crossed.



FREE

## SUMMERTIME FREE GIFT FORM.

Fill in and post to EDWARDS' HARLENE, Ltd., 20, 22, 24 and 26, Lamb's Conduit Street, London, W.C.1.

Dear Sirs,—Please send me your Free "Harlene" Four-fold Hair-growing Outfit, as described above. I enclose 4d. in stamps for postage to any part of the world (foreign stamps accepted).

NAME .....

ADDRESS .....

JOHN BULL, 14.7.17.



## A MONEY-EARNING BOOK FREE

TO READERS OF "JOHN BULL."

The country wants trained men and women to help win the War.

When Peace comes there will be a great trade boom in this country; thousands of trained men and women will be needed if Britain is to take full advantage of it.

We have published a series of beautifully illustrated books giving particulars of the opportunities that now await ambitious men and women in a number of profitable occupations in which they can be of service to their country.

If you are anxious to get a better position and increase your earnings we will send you one of these interesting and valuable books post free if you will cut out and forward the coupon below at once.

## INTERNATIONAL CORRESPONDENCE SCHOOLS, 198 KINGSWAY, W.C. LTD.

Please send me, without obligation on my part, your illustrated book, describing the opportunities for gaining increased earnings in the occupation which I have marked X.

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## BUSINESS ARTICLE.

## IMITATION.

BY MILLICENT PORTER.

On the stage a good imitation of a great artist is the next best thing to the original. It is much easier, however, to catch the tricks of gesture, and the little quaintnesses that are almost faults, than to give a really convincing representation of the original. And this remark applies to every sphere of art and life.

## The Dearth of Originality.

A really great artist, such as Vernon Watson, who used to imitate poor old Fred Emney in "Shell Out," or Bransby Williams, or Leslie Henson in their clever impersonations, can give us a piece of imitation that really belongs to the sphere of creative art.

But how much misguided effort some people spend just to spare themselves the credit of a little originality! The world of fiction has its Dickens school and its Hardy cult, and the world of commerce is no better. If any woman doubts this, let her make a tour of the shops—here and there one finds a strikingly distinctive display—but for every shop that shows genuine originality there are a dozen or a score that revel in the art of imitation.

One is particularly struck with this fact when shopping in the West End, where, for instance, it is no unusual thing to be attracted by a window strongly reminiscent of "Maxson's," although the second glance generally reveals that the goods displayed are not exactly what one usually associates with "Maxson's" shops.

## Piracy in Shop Window Displays.

It is possible to discover quite a number of shops which appear to take "Maxson's" as a sort of model, and representatives from these houses have even been seen taking notes outside "Maxson's," apparently with the object of reproducing a similar display. The patent laws protect the inventor. The Copyright Acts safeguard authors. But there is no law against piracy in shop window displays.

All the great houses have their own methods, but each has its host of imitators, and "Maxson's" are mentioned particularly because their displays are so frequently taken as the pattern of perfection by the smaller fry in various parts of the shopping centres.

This imitation by some shops is certainly a great compliment to "Maxson's," and proves that their methods possess the merits of originality. But variety is the spice that gives shopping all its savour, and any attempt to reproduce the ideas of another house, however excellent those ideas may be, defeats its own purpose by introducing uniformity where one expects to find the charm of inexhaustible diversity.

"Maxson's" only establishments are the well-known building in New Oxford Street, close to Tottenham Court Road, and the two establishments situated respectively in Coventry Street and in Westbourne Grove.—Adv.

## "John Bull's" Letter Bag.

[The EDITOR replies to, and chats with, some of his numerous correspondents.]

CORRESPONDENTS ARE REQUESTED NOT TO SEND ORIGINAL CERTIFICATES, TESTIMONIALS, ETC., as they are liable to be mislaid. Copies only should be forwarded in the first instance. Letters must be addressed to the Editor or Publisher, 53, Long Acre, W.C. 2, according to whether they relate to Editorial or Publishing matters. FINANCIAL, INSURANCE, LEGAL and SPORTING inquiries should be addressed to the Financial, Insurance, Legal or Sporting Editor, and except in the case of the last-named, must each be accompanied by a postal order for one shilling. Full names and addresses should be given.

F.R.S. (Featherstone).—All we are at liberty to say is that, by now, the Allies might have won the war twice over.

"X. Y. Z." (London).—No use growling about your new demand note. The Allies have to be run by the taxes, so give Bonar Law whatever he axes.

"JUSTICE" (Nottingham).—Is the Queen of Greece, the Kaiser's sister, coming to London? No. She has heard there is a Traitor's Gate at the Tower.

J. R. (Granville Place, W.).—In our opinion the war will be over— Now guess what we were going to say!

SIGNALER McD. (London, S.E.).—I can assure you that your paper went in the Big Push, as I took it myself as far as Monchy. Well done us—and you!

AN OLD READER" (Wormwood Scrubbs).—We would not stop sweets willingly; it is food for the kiddies. And they don't get too much, you know.

"COCKERMOUTH" (Cumberland).—Farmers are doing very well out of the war, whatever they do out of the peace.

"NULLI SEC." (Belfast).—All our articles are brilliant when people agree with 'em. When they don't, they are vile.

"ARUNDEL" (Gateshead).—As Josh Billings has remarked, "From a wife who don't luv us, from fluky mutton, and fokes who won't laff, good Lord deliver us."

"OLD MAID"—"Why doesn't Government see we all get husbands instead of a silly old vote?" Because ladies require no help in getting husbands; you can't stop 'em.

"NIL DESPERANDUM."—We quite agree that the airman who said that our flying men would disobey any order for reprisals is an ass, or something worse.

Miss F. DE R. (Kensington).—It might not be just for the Government to treat existing naturalisations as "scraps of paper," but we must make naturalisation as difficult as possible in the future.

S. K. (Hampstead).—"Two vital peace terms: to take over Heligoland, and to push the Hun out of England." Mem: therefore made:—To take and to push.

"ONE OF THEM" (Scarborough).—Keep smiling. Anybody can look like an undertaker seeking for orders.

"ANAX" (Aus. Aux. Hosp.).—"Is there anything in statement that, on death of Edward VII., the present Kaiser was legal heir to British Crown?" Nothing in it but nonsense.

P. J. L. (Islington).—"Against the U-boats I suggest some tremendous forks projecting out, being strongly electrified so as to electrify the water in a very strong way." Add some knives to your forks, and then shouldn't we cut up the subs!

A. K. (Barnsley).—Not so good as the old one about the Brighton hotel guest who paid 12s. 6d. a day. "Why," said a friend, "you must have had a tip-top room for that!" "Well," was the reply, "top, but not tip."

J. J. (Croydon).—Sorry cannot make your case the subject of a "Candid Communication" to the Income Tax authorities. Why not give them a taste of your own candour?

C. J. N. (S.A. Horse Artillery).—Davis and Co., Denmark Hill, Camberwell, have long been notoriously on the shady side of advertising.

"PROUD FATHER" (Lincoln).—"My son did the enclosed bit of poetry." With practice, your son ought to be able to grow potatoes.

C. B. (Lancaster).—There's evidently been dirty work at Lancaster. We can smell it all the way to Long Acre.

"A LADY READER."—At Newcastle a baker was fined £5 for putting one cherry on top of a cake; he could have put a hundred inside it without a complaint. "All they want is a little bit off the top!"

"FAIR PLAY" (B.E.F.).—"We have an Object in this section too pious to fight, but not too pious to bully men who have done their bit; he is Quartermaster-Sergeant." Pity somebody cannot "beat about his quarters."

M. J. O. (Brecon).—Don't worry your head about "second sight." What is far more important to-day is foresight and back-sight and a steady aim.

C. H. (Hounslow) and HUNDREDS OF OTHERS. —Regret we are not mechanical experts, and can therefore only advise you to place full particulars of your anti-submarine devices before the Board of Invention and Research, Victoria House, Cocksspur Street, S.W.

H. P. W. (Dorchester).—You have written an Open Letter to us, and have sent copies to our friends the Archb. of Cant. and the Ld. Mayor. Now write one to yourself, and send copies to Timothy Titus and Jack Sheppard.

CONSTANCE D. (East Bolden).—What you imagine to be clairvoyant visions probably arise from over-indulgence in war bread. Girls of sixteen should not trouble their heads with the occult.

E. P. (Kennington).—"I am writing to you as a favour." It is more than we merit.

E. G. S. (late 2nd Middlesex).—"My second communication to J. B. The first you did not publish. I know not why." It's because we can't stretch the paper, otherwise we wouldn't leave out a good man.

F. C. S. (5th Aust., France).—"An old lady paid her insurance for 40 years, but, dying in hospital, her payments were not made in the last month. What do you think of the Insurance Company who paid out not a penny?" We don't think anything of the Company.

"AN ENGLISHWOMAN."—"I have often thought I should like to write a line to you." By all means—but why make it 200 lines?

"EVA AND OLIVE (Two Munition Workers)." —You don't get quite so much money as six other girls in the same shed? Don't you, dears? But you are "not yet 18," and they are older. There, there, don't cry; the older ones would give all their extra pay for half your sweet youthfulness.

Mrs. D. (Walsall).—You report that a parrot at Scarborough has laid two eggs in one day. That bird is doing its bit.

"CATS' MEAT VENDORS" (Bethnal Green).—Sorry to hear there is a shortage of cats' meat. Another argument for continued horse-racing.

"HORACE" (Esher) thinks that "If by volunteer rations we're going to be fed, We shall learn how to live by the time we are dead." Well, one thing is certain—On this he may bet—We shall none of us live on the food we don't get.

"BOMBING OFFICER" (France).—You ridicule a picture paper for stating 1 lb. of Aminol would be enough to blow up the Mansion House. We must blow up the Editor.

"DEERFOOT" (London).—It is understood that the Kaiser's effigy has been reinstated at Madame Tussaud's "by request." Some visitors apparently delight to make faces at it.

"FED UP ONE" (Sutton Veney).—Herewith a large chunk of sympathy. If we had had your experiences we should be fed up two or three.

A. W. S. (Ashford).—Don't expect us to complain because most of the firemen at Gretna are discharged soldiers. On the contrary, we are very glad to hear it.

"JIM" (Wigan).—Advert. in local paper:—"Wanted, Strong Bull, must be fierce, to keep young ladies on the footpath in Boar's Head Fields." JOHN BULL keeps all young ladies in the proper path.

"MEMBER OF THE STAFF" (Bath War Hospital).—We are inclined to agree with your Commandant that the skirts of the nursing staff "should not be curtailed more than nine inches from the ground." That should expose quite as much ankle as would be good for the patients to see.

R. P. (Peebles).—A soldier succeeded in winning the First Prize in our "Bullets" Competition three weeks ago.

J. M. M. (Manchester).—In the present state of the law, you must be careful how you characterise Germhuns naturalised in this country.

"DISCHARGED MEMBER" (B.E.F.).—"Why not carry one or two sea-planes or aeroplanes on every ship over a certain tonnage? I'm not practical." Too true, friend; you are not.

"SIGNALLER" (Sheffield).—"I write with a JOHN BULL Stylo. What? Try any other? Cork lino! For lasting duration beats all in creation—In fact a regular 'La Milo!' But even a J.B. Stylo would be of little use to an armless lady.

E. C. (Radford).—"Will you please tell me if there is an explanation to children being born in veils, as I have had three boys born with one." The only explanation we can think of is that you must have been a milliner.

G. S. (Leicester) assures us that "Ramsay Macdonald, M.P., is dead mutton here." He'll be putrid by the General Election.

S. T. (Dudley).—If your hen continues to lay such eggs as you describe, wring its neck.

W. L. and W. C. (Alnwick).—Our best compliments to Councillor Armstrong for his attentions to the family of Lee-Crpl. Bryan, V.C., Northumberland Fusiliers, when stuck-up Alnwick was otherwise lukewarm.

M. P. (Cardigan).—We pay our tribute to David James, late Town Crier of Cardigan, one of the oldest and most original of criers. His last "Oh, yes!" was sounded for JOHN BULL. May the earth lie light on him!

J. B. F. (Primrose Hill).—"On June 19th, Madge, the wife of Frank Bauer (9th Devons) a new recruit." One of the infantry.

Mrs. J. S. (Coventry).—You will be wiser to leave palmistry alone. If we got hold of your hand, we should be tempted to smack it.

(Many replies are unavoidably held over.)

# HALF PRICE

## Cigarettes for your friends at-the-front

THE prices here show you that you actually pay less than half-price when you send Cigarettes to your friend at-the-front through Martins.

This is because Martins send the smokes by post and duty-free direct from their in-bond warehouse in Guernsey.

Why not place a standing order to send a 1/- or 2/- parcel every week or every fortnight to your friend in the fighting line?

Write for War Price List "U" for other brands.

**Martins**  
210, Piccadilly, London, W.1.

| Quote this reference number when ordering.    | Contents and price of parcel sent through "Martins," Post Paid, and duty free, to men at-the-Front.                      | What same parcel would cost if bought and posted in ordinary way |
|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| 501<br>502<br>503<br>504<br>505<br>506<br>507 | Wills' Woodbine Cigarettes.<br>60 for 1/-<br>100 for 1/7<br>200 for 2/6<br>300 for 3/6<br>500 for 5/-<br>1000 for 9/-    | 1/10<br>3/-<br>5/9<br>8/6<br>13/6<br>26/6                        |
| 653<br>654<br>655<br>656<br>657<br>658        | Lucana Virginia Cigarettes.<br>50 for 1/-<br>100 for 2/-<br>200 for 3/6<br>300 for 5/-<br>500 for 7/9<br>1000 for 14/-   | 2/5<br>4/9<br>9/4<br>13/6<br>21/10<br>43/-                       |
| 803<br>804<br>805<br>806<br>807<br>808        | Wills' Gold Flake Cigarettes.<br>40 for 1/-<br>100 for 2/6<br>200 for 3/9<br>300 for 5/6<br>500 for 8/-<br>1000 for 15/- | 1/11<br>4/9<br>9/4<br>13/6<br>21/10<br>43/-                      |

**Special prices for larger quantities**  
The parcels are sent post paid and duty free to British soldiers serving in France, Salonika, Egypt and Mesopotamia, East and West Africa and India.

**17/6 BUY AT FACTORY PRICE!**

**WRITE TO-DAY!**  
Send your address on a postcard now and you will receive H. Samuel's Big

**FREE BOOK OF 3,000 BARGAINS**  
in exquisite Jewellery, Watches, Plate, &c., at next to Factory Prices. Ask to have money-saving lists sent to you as published.  
Full Month's Trial Allowed.

**H. SAMUEL**  
199, MARKET STREET, MANCHESTER [H. Samuel, Ltd.]

**LUMINOUS WRIST WATCH.**  
Shows time in dark. Fully jewelled keyless movement. 5 years' warranty. Nickel case. Worth double. **17/6**  
Over 2,000,000 H. Samuel Watches in daily use.

## POISONED BLOOD and Leg Disease.

### How Grasshopper Ointment Cures.

The half-century old herbal remedy, known as Grasshopper Ointment, is absolutely unexcelled as a safe and certain cure for diseases of the leg. It cures by removing the cause, which is to be found in poisoned and diseased blood. The application of the Ointment to the diseased part draws out the virus from the blood and tissue, and assures an early and complete recovery.

Sold in boxes at 1/3 of Boots, Chemists and Stores, or from J. B. ALBERT, 73, Farringdon Street, E.C.4. Send 2 penny stamps for sample.

**KEATING'S POWDER**  
KILLS BODY VERMIN  
FLEAS MOTH  
TINS, 3d., 6d., 1/-

## Before Making an Investment LARGE OR SMALL, CONSULT "THE 100 BEST INVESTMENTS"

ANNUAL VOLUME.

The above work contains full details of 100 investment securities specially selected as being, at their present quotations, the most attractive of their respective classes. The 100 stocks selected cover British, Colonial and Foreign Government Loans, Municipal Loans, Debentures, Preference Shares, and Ordinary Shares of Industrial companies, special attention being paid to certain groups, such as iron, steel and allied trades, insurance, etc.

In a lengthy introductory article, entitled:—"A POLICY OF INVESTMENT TO MEET EXISTING CONDITIONS,"

the whole question of investment is envisaged from the standpoint of present-day circumstances. The volume also contains yield tables and numerous hints regarding income tax, methods of obtaining capital appreciation, &c., of the utmost value to every investor.

Post free on receipt of 1s. from the Publishers,  
**The British, Foreign and Colonial Corporation, Ltd., Investment Bankers,**  
57, BISHOPSGATE, LONDON, E.C.4.

# 'BULLETS' BIG INCREASE

**400 EXTRA  
CASH PRIZES**

**IN CASH PRIZES**

**400 EXTRA  
CASH PRIZES**

**'BULLETS' FIRST PRIZE**

**2<sup>ND</sup>  
PRIZE £25**

**£250**

**£10 3<sup>RD</sup>  
PRIZE**

**10  
PRIZES OF  
£5**

**10  
PRIZES OF  
£2:10/-**

**50  
PRIZES OF  
10/-**

**400  
PRIZES OF  
5/-**

**1,000  
PRIZES OF  
2/6**

**3,000  
SPECIAL  
'TARGET'  
PRIZES**

No. \_\_\_\_\_  
Example \_\_\_\_\_  
Bullet \_\_\_\_\_

Closing Date, Thursday, July 19th.

Example \_\_\_\_\_  
Bullet \_\_\_\_\_

(245) P.O. No. \_\_\_\_\_  
I agree to enter this Competition  
in accordance with the rules and  
conditions announced below.  
If 1 coupon is used P.O. for 6d. must be sent.

Signed \_\_\_\_\_

Address \_\_\_\_\_

ENVELOPES SHOULD BE MARKED "BULLETS" No. 245, "JOHN BULL," LONG ACRE, LONDON, W.C.2  
Write "COMPETITION" in top left-hand corner of envelope.

No. \_\_\_\_\_  
Example \_\_\_\_\_  
Bullet \_\_\_\_\_

Closing Date, Thursday, July 19th.

Example \_\_\_\_\_  
Bullet \_\_\_\_\_

(245) P.O. No. \_\_\_\_\_  
I agree to enter this Competition  
in accordance with the rules and  
conditions announced below.  
If 2 coupons are used P.O. for 1/- must be sent.

Signed \_\_\_\_\_

Address \_\_\_\_\_

No. \_\_\_\_\_  
Example \_\_\_\_\_  
Bullet \_\_\_\_\_

Closing Date, Thursday, July 19th.

Example \_\_\_\_\_  
Bullet \_\_\_\_\_

(245) P.O. No. \_\_\_\_\_  
I agree to enter this Competition  
in accordance with the rules and  
conditions announced below.  
If 3 coupons are used P.O. for 1/5 must be sent.

Signed \_\_\_\_\_

Address \_\_\_\_\_

**SPECIAL RULE.** In order to afford our Military and Naval Competitors and others living in remote districts ample time to compete, we are allowing them special facilities. Below will be found twenty examples for Next Week's "Bullets" Competition No. 246. These can be used on the coupons above, and must reach these offices on or before THURSDAY, JULY 26th. Please note that all coupons so used MUST be clearly marked with the number 246 in the top left-hand corner, and envelopes containing these coupons MUST be addressed "Bullets" c/o 246, "John Bull," Long Acre, London, W.C.2. Such coupons MUST NOT contain any of the Thirty Examples for the present week's competition.

Next Week's Selection of Examples for "Bullets" Competition No. 246:

MIXED BATHING  
STICKING TO POST  
LORD RHONDDA  
MY BETTER HALF  
PARTY SPOILS

BAND OF HOPE  
FATHER'S KID  
WHAT WIFE WANTS  
TAKING IT EASY  
WORTH CONSIDERATION

STUFF AND NONSENSE  
A WARM WELCOME  
FULL OF PROMISE  
'BUS CONDUCTRESS  
HOME, SWEET HOME

WHEN HE WOKE UP  
GIDDY GIRLS  
TIME TO ACT  
POOR ALLOTMENT  
MAKES KAISER FROWN

**BULLETS RULES.** 1. The First Prize will be awarded for what, in the opinion of the Judges, is the best "Bullet" received, and the other prizes in order of merit, the test being cleverness, aptness and originality. The right to divide a prize or prizes among two or more competitors is reserved.  
2. Bullets must be plainly written on one of the coupons, and only two attempts may be written on each coupon.  
3. All three coupons may be used, but each coupon must be accompanied by a

postal order for 6d. made payable to JOHN BULL and crossed — and Co.

Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Competitors sending more than one coupon may enclose one postal order for the full amount covering the number of their coupons. Coupons must not be defaced in any manner.

4. All coupons arriving too late to be judged with absolute thoroughness will be duly returned to their respective senders.

5. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

6. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry.

## LIST OF EXAMPLES FOR "BULLETS" COMPETITION No. 245.

AMAZING BLUNDER  
FIRING BIG GUNS  
PARTING FRIENDS  
WHAT SERGEANT SAYS  
SORRY CREW  
UP THE POLE  
TOMMY THINKS  
OUT FOR GLORY  
FEELING DISSATISFIED  
ALSO RAN  
A SOFT ANSWER  
GENERAL SMUTS  
WHEN IRELAND'S SETTLED  
BUTCHER'S BOY  
FOUND OUT TOO LATE  
YOUNG HOPEFUL  
GRASS WIDOW  
KEEPING HER PLACE  
KHAKI SUITS  
WHEN LOVE IS BLIND  
FETCHING POLICEMAN  
FATHER'S HOLIDAY  
GERMAN WIRELESS  
CHAMPION LIAR  
WHEN BILL ARRIVES  
BLOOMING CHEEK  
ARMY DOCTORS  
HOT STUFF  
PRESENT PRICES  
THE KAMER'S DOWNFALL

## HOW TO MAKE "BULLETS."

First choose any of the 30 examples given above. Then give TWO, THREE, or FOUR words having some bearing on the example chosen. Any ONE of the words selected must begin with ANY letter in the example chosen. The other words selected can begin with any letter in the alphabet.

These examples will guide you:—

Example:—CHAMPION LIAR.

Bullet:—FATHER WHEN HOME LATE.

Example:—BLOOMING CHEEK.

Bullet:—FLAPPER'S CHIEF ASSET.

Competitors may send in two BULLETS on one coupon for sixpence. If more coupons are used, an entry fee at the rate of 6d. for each coupon must be sent.

Result of this Competition will be found in our issue dated August 4th.

This week's "Bullets" Coupons will also be found in EVERYWOMAN'S, dated July 14th.

**Result of "BULLETS"  
£1,000 SUMMER OFFER  
(Competition No. 243) will  
appear in next week's issue.**

You will be the best of friends  
with the roughest roads when riding a

## BROOKS

the saddle which generations of  
Cyclists have proved to be supreme  
in comfort-giving qualities.

BROOKS SADDLE — Post free.

J.B. BROOKS & CO. LIMITED,  
92 Criterion Works, BIRMINGHAM.



A delicious, refreshing drink for  
summer days — and every drop  
charged with health-giving salines.

Don't run the risk of being ill. Long hours and  
hurried meals make a corrective of some kind  
essential. Acquire the Kkovah habit — a tea-  
spoonful in the morning on rising.



## Kkovah Health Salt

Makes you fit — keeps you fit.

No valuable saline properties give tone to the  
organs and help them to do their work of removing  
the waste poisonous matter from the blood.

In 7d. and 1/1 tins of Grocers, Stores,  
and all Boots' Branches.

SUTCLIFFE & BINGHAM, LTD., MANCHESTER.

K15 N.B. Send a tin to your boy at the front  
or at sea. It will keep him fit.

## OSRAM FOR STRENGTH



## OSRAM

G.E.C.

## LAMPS

ARE EXCLUSIVELY THE PRODUCT

OF

BRITISH CAPITAL

BRITISH LABOUR

BRITISH MATERIAL

MADE ONLY AT

HAMMERSMITH, LONDON.

## WHAT IS YOUR NUMBER?

Every copy of JOHN BULL bears upon its cover  
a distinctive number, and every week FIFTY of  
such numbers will be drawn and PUBLISHED IN  
THE FOLLOWING ISSUE.

To each of the holders of copies of JOHN BULL  
of specified dates, bearing on the cover any of  
such numbers, we will, upon production within  
seven days of publication (a reasonable exten-  
sion will be allowed to foreign and Colonial  
claimants) of a sufficient portion of the cover to  
identify the date and number, pay the sum of  
ONE GUINEA in return for his using his best  
endeavour for one week to increase our circula-  
tion. Before the money is paid we require a full  
report of all the work done.

The following have sent in correct claims:—

W. A. DAVIS, 30, Heynsford Road, Camberwell  
Green, S.E. June 23rd. 849,160.

R. M. DIXON, 135, Plane Street, Anlaby Road,  
Hull. June 23rd. 348,790.

The following are the fifty numbers for our issue  
of July 7th:—

|         |         |         |          |          |
|---------|---------|---------|----------|----------|
| 005,801 | 316,591 | 649,116 | 927,131  | A282,403 |
| 023,803 | 334,105 | 661,010 | 945,870  | A297,488 |
| 062,134 | 350,158 | 703,406 | 987,227  | A326,349 |
| 136,255 | 385,432 | 728,394 | A026,130 | A355,128 |
| 159,544 | 428,164 | 754,636 | A047,983 | A394,623 |
| 166,643 | 462,765 | 810,249 | A074,859 | A422,366 |
| 197,037 | 487,619 | 833,553 | A115,711 | A437,100 |
| 200,518 | 544,433 | 862,198 | A138,130 | A490,257 |
| 241,339 | 576,323 | 976,585 | A169,284 | A516,387 |
| 273,422 | 622,804 | 903,979 | A243,509 | A551,934 |

The A prefix indicates that it is plus a million.  
The Fifty numbers in respect of this week will be  
announced in our next issue (published July 18th).

## £10 REWARD.

WANTED, the Copies of 'JOHN BULL' for  
July 7, 1917, bearing on the Covers the  
Numbers 136,522 and A271,424. Any  
person possessing either of these copies  
will be paid £5 upon applying to THE  
MANAGER, "JOHN BULL," 93, LONG  
ACRE, LONDON, W.C.2.

## JOHN BULL'S GREAT FREE WAR INSURANCE.

We are giving, absolutely **FREE OF CHARGE**, an insurance against  
ZEPPELIN and all other AIR RAIDS BOMBARDMENT, INVASION,  
or BLOCKADE. Anyone can be insured, Irrespective of sex or age,  
but a separate coupon must be filled in for each person.

Remember, the Ordinary Fire and Accident Policies afford no  
protection whatever against war risks.

The full conditions governing this scheme will appear in JOHN BULL from time to time.

### WHAT WE WILL PAY.

In respect of any registered reader (man,  
woman or child) who, whilst on land and  
in the British Isles, is killed or dies  
within 30 days of receiving injury from  
any of the events named.

£200

For the loss of two limbs or both eyes, or  
one eye and a limb

£200

For the loss of one limb or one eye.

£100

Per week for total temporary disablement  
for a period not exceeding 13 weeks.

£3

Should his, or her, home become directly  
damaged (whether it be private residence or  
residence in connection with a shop) or  
should the contents be damaged, not ex-  
ceeding .. .. .

£350

Loss of one quarter's rent during rebuild-  
ing of damaged home, up to .. .. .

£25

Medical fees for injuries not proving fatal,  
but incapacitating the injured person from  
following his or her usual employment for  
more than three days, up to .. .. .

£10

### ORDER FORM.

TO BE RETAINED BY NEWSAGENT.

To..... Newsagent.

Please deliver JOHN BULL to me regularly until further  
notice.

Signed .....

Address .....

July 14th, 1917.

You must also fill in the Registration Form, which  
will be found next to this, and post it to JOHN BULL  
Insurance Dept., 13 Long Acre, London, W.C.2 where  
your name and the name of your nominee will be duly  
registered.

### REGISTRATION FORM.

Which must be posted to—  
The INSURANCE DEPT., JOHN BULL, Long Acre, W.C.2  
This is to notify that I have this day placed an order  
for the regular weekly supply of JOHN BULL with

..... Newsagent, of

and desire you to register me as a regular subscriber  
under the terms of your Insurance Scheme.

In the event of my being injured or killed on land  
within the British Isles, or of my home or its contents  
being damaged, I hereby nominate to receive any pay-  
ment due under this insurance, first myself, or in the  
event of my death:—

Name of Nominee .....

Address .....

Signature of Insured .....

(Mr., Mrs., or Miss)

Address of home .....

July 14th, 1917.

A halfpenny stamp should be forwarded if an  
acknowledgment of receipt of coupon is desired.

# IT'S INDIGESTION NOT THE LIVER

*All Soldiers can now obtain Cicfa from their Canteens.*

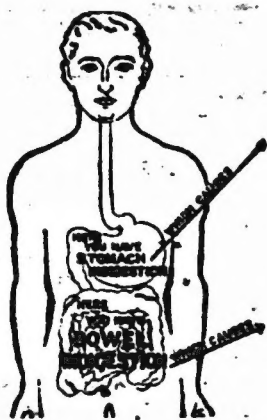
**That Constipation which gives so much trouble when you are travelling, visiting or eating away from home is not due to the Liver but is due to Bowel Indigestion.**

## CICFA IS THE ONLY CURE

### READ THE REASON WHY.

You have a Liver. You think it is affected. The chances are 10 to 1 that your liver itself is perfectly sound, but its action is being upset by frequently dosing it with purgatives, etc., and as a consequence your food is not digesting, but fermenting and creating gases.

As it is rolled down the Bowel it is formed into little hard dry masses or "Starch Balls," which block the passage, and you have Constipation, also a defective Bile Circulation. Fermentation continues, and acids and impurities from the undigested food are absorbed through the wall of the Bowel into the blood and poured on into the Liver. Though your Liver may be quite healthy, it is soon overworked and giving you troublesome symptoms; therefore your symptoms are not due to an affected Liver, but to those acids and impurities which are formed by Indigestion in the Bowel and carried on to the Liver.



#### GASES in Stomach and Eructations.

Sharp Neuralgic HEADACHES.

ACID in Stomach with Heartburn.

TONGUE coated white all over.

COMPLEXION blotchy, Redness of Nose, Spots and Pimples.

EATING not desired. Vomiting occasionally.

PAINS darting through Chest, and Burning Spot between Shoulder Blades.

#### GASES in Bowel, or Flatulence.

Dull, Heavy HEADACHES.

ACID in the Blood, causing (a) Teeth on Edge, (b) Gout, (c) Rheumatism.

TONGUE coated yellow at back.

COMPLEXION muddy or pasty.

EATING disliked or loathed.

Billousness and bad-taste in mouth.

Pains in Bowel, Gripping and Constipation.

Your blood becomes impure and more acid, affecting your joints and deep muscles, causing Rheumatism, Lumbago, and Sciatica.

It is therefore useless to treat the Rheumatism, the Lumbago, the Sciatica, or the Liver. They are not at fault. The fault lies in the Bowel Indigestion. You must cure that Indigestion.

Probably you suffer also from Acid Dyspepsia. Whether you have Acid Dyspepsia or some other form of Stomach Indigestion, it should receive immediate attention, because each stage of digestion affects each succeeding stage, so that the upsetting of digestion in one portion of the tract quickly affects digestion in other portions. Ordinary Indigestion Remedies such as Pepsin, Bismuth, Soda, Rhubarb, etc., cannot therefore be expected to cure you, for at best they can only help in local spots, while any Remedy which can Cure must be able to correct the errors of Digestion wherever they are occurring throughout the whole alimentary tract.

Cicfa is the only preparation which can do this, and Cicfa has this power because its discoverer succeeded in combining such Digestive Ferments as would ensure perfect digestion at every point along the whole alimentary tract.

Cicfa therefore cures because it ensures complete digestion of all the Albuminous food in the Stomach and all the Starchy food in the Bowel, corrects the Bile Circulation, prevents fermentation and the formation of "Starch Balls," so that all the nourishment is absorbed into the blood, the refuse is normal, and there can be no constipation. Cicfa, in fact, contains that

perfect combination of Digestive Ferments which Nature requires to ensure this. That's why Cicfa cures.

Cicfa has been taken up by over 11,000 British doctors, many of whom have written us of the splendid results secured upon themselves and their patients by Cicfa.

**IN WAR TIME** your mind affects your digestion more than you realise. You know how worry often affects the Stomach; indeed the whole alimentary tract. Nausea and even vomiting often result from anxiety. If you are worried at present (who is not worried?) your Digestion is weakened, while on the other hand your ability to resist worry is lessened through weak digestion. Keep your Digestion perfect, not by taking Purgatives which upset it, not by Dieting with consequent Starvation, which increases the Indigestion, but by eating liberally and regularly and taking Cicfa to assist Digestion, because Cicfa alone contains those natural Digestive Ferments which, when present in sufficient

quantity and in absolute purity, make Indigestion impossible and make Digestion perfect and certain.

Instead of taking Soda, Magnesia, or other alkalis to neutralise Uric Acid in the blood for the cure of Rheumatism, Gout, etc., you should PREVENT THE FORMATION OF THE URIC ACID by ensuring complete digestion of the food followed by complete oxidation and assimilation, for in that way you prevent the formation of excessive Uric Acid, which so often causes Rheumatism, Gout, etc. Cicfa ensures such complete digestion of the food. That is why so many persons are surprised to find that when Cicfa cures their Indigestion their Rheumatism has also gone.

Get CICFA from your chemist, or post free from us.

Prices 1/3 & 3/6, or Test it

**ABSOLUTELY FREE**

Send your Name and Address with this Coupon (or if you cannot cut it out give name and date of this publication) and one penny stamp for postage, and receive a liberal sample of this wonderful Cicfa. Only one sample to each family. No person given a second sample.



**THE CICFA COY.,**

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